

## 新闻稿

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# 沃尔沃Concept You概念车:豪华设计铺就全球增长之路

Concept You是一款为现代时尚人士而设计的豪华概念轿车,为沃尔沃汽车公司的全球增长铺平了道路。

该款概念车型目前已经在法兰克福车展上揭幕。

沃尔沃汽车公司总裁兼首席执行官斯蒂芬·雅各布(Stefan Jacoby)说:"无论您对我们下一代的大型轿车有何期待,都可以从Concept You身上一探究竟。充满现代感的斯堪的纳维亚设计,精湛细腻的做工融以直观易用的技术,所有这些无一不吸引着世界各地的豪华车客户。"

Concept You是在今年上海国际汽车展上展出的天地概念车(Concept Universe)的升级版概念车型。这两款概念车型用于收集全球范围内公众的意见与建议,以确定沃尔沃下一代大型轿车的最终设计方向。

在上海车展期间,沃尔沃汽车公司在其展位采访了大量的中国目标客户。公司还通过开展问卷调查以及密切关注社交媒体的评论,收集了全球范围内对于天地概念车的反馈信息。

沃尔沃汽车公司设计副总裁彼得·霍布里(Peter Horbury)说:"我们已将最有价值的意见应用到了Concept You的研发过程之中。该款车的外观设计比天地概念车看上去更大胆,更像轿跑车,同时前脸的设计也更接近经典的沃尔沃汽车造型。这种快背式轮廓在欧洲车主中非常流行,而越来越多的迹象表明,中国受众的'口味'也越来越偏好这一风格。有鉴于此,我们的主要目标就是要弄清楚对下一代大型轿车进行怎样大胆的设计才能取得全球的成功。我们非常热切地希望聆听客户对于Concept You的看法。"

### 以人为本的设计

沃尔沃汽车公司的战略方向就是成为一家真正意义上的全球性企业,产品设计完全围绕着客户的需求及生活方式,并以此来实现利润增长。

斯蒂芬·雅各布说:"沃尔沃立足瑞典,放眼世界,致力于打造一个完美诠释现代豪华车客户需求的品牌。Concept You表明人们对于奢华的理解已经超越了传统观念,越发青睐优雅设计、出众工艺和智能技术的巧妙融合。"

### 新战略的几个方面

Concept You概念车集中地体现了沃尔沃汽车公司关注客户的"以人为本"新品牌战略的多个方面:

- | 它是一款大型豪华轿车,采用了新颖的具有雕塑感的斯堪的纳维亚设计语言,荣耀传承了经典沃尔沃车型俊美的流线身形。
- | 通过从众多世界知名品牌中汲取到的灵感以及相互的合作,展现出客户期待的沃尔沃未来车型所代表的精湛工艺。
- | 该款概念车型揭示了新型的"可扩展平台架构(SPA)"如何在技术与产业优势的基础上开创动感设计新局面。
- | 通过将最新的直观智能平板电脑技术应用到该款车型,沃尔沃汽车公司进一步展示出它要成为车载超强多媒体连接开发领域领导者的壮志雄心。

沃尔沃让生活更加简单,带来更多欢乐

沃尔沃汽车公司的目标是:让您的生活更加简单,拥有更多欢乐,并始终恪守公司已经确立的安全与环保承诺。

斯蒂芬·雅各布总结道:"我们将依靠我们独特的豪华体验与最强劲的对手竞争。沃尔沃汽车的操控非常直观简单。我们的客户在安全驾驶的同时,还能体验到非凡的驾驶乐趣。沃尔沃汽车不仅展现了您的环保意识,还能让您完全沉浸于拥有一部豪华汽车的醉心愉悦之中。"

## 关键词:

XC60, Design, Exterior, Images, 2010, S60, Images, 2008, C70, Images, 2008, 145, Historical, Images, 1967, S60, Exterior, Images, 2011, S60, Exterior, Images, 2011, 2012, XC90 (2002-2014), Exterior, Images, 2013, S60, XC60, Motor Shows, Technology, Video, 2014, S40, S80, V50, XC60, XC70, C30, Environment, Motor Shows, Press Releases, 2010, XC90 (2002-2014), Other, Images, 2011, S60, Interior, Images, 2011, Safety, Environment, Motor Shows, Technology, Press Releases, 2012, 2013, XC60, Exterior, Images, 2012, S40, Interior, Images, 2007, V50, Images, 2008, XC60, Safety, Images, 2009, 2010, XC70, Images, 2008, C70, Exterior, Images, 2012, S60, S80, Environment, Events/Activities, Detail, Images, 2012, Safety, Other, Images, 2012, XC90 (2002-2014), Interior, Detail, Images, 2013, Concepts, Exterior, Images, Volvo S60 Polestar Concept, Exterior, Images, 2015, S60, XC60, Motor Shows, Video, 2014, C70, Exterior, Images, 2008, 164, Historical, Press Releases, 1968, S60, Interior, Images, 2011, Environment, Video, 2011, Concepts, Exterior, Images, Volvo Concept Universe, XC60, Technology, Events/Activities, Exterior, Images, 2015, Images, 2005, 2006, 2007, Historical, Exterior, People, Images, 1956, P120 Amazon, XC90 (2002-2014), Technology, Design, Detail, Other, Images, 2007, 2008, 2009, XC70, Images, 2009, 2010, S60, Motor Shows, Press Releases, 2011, S60, Life Style, Motorsport, Exterior, Detail, Images, Volvo S60 Polestar Concept, S80, Images, 2008, XC60, Design, Press Releases, 2013, V40, Exterior, Images, 2016, Interior, Images, 2008, 2009, S60, Images, 2005, 2006, S80, Technology, Images, 2007, 2008, S60, Images, 2009, S80, Interior, Images, 2010, Sales Volumes, Exterior, Images, 2011, S80, XC60, Illustration, Images, 2011, Safety, Technology, Video, 2012, 2016, S60, S80, V40, XC60, XC70, Safety, Motor Shows, Technology, Video, 2014, S60, V40, V40 Cross Country, XC60, Environment, Technology, Sustainability, Exterior, Other, Images, XC90, 2016, 2017, New S90, New V90, C70, Exterior, Images, 2007, S40, V50, C30, Design, Images, 2008, XC90 (2002-2014), Press Releases, 2008, S80, XC70, Safety, Images, 2008, 2009, 145, Historical, Images, 1967, C70, Exterior, Images, 2012, S80, XC70, Exterior, Images, 2014, 2015, XC60, Safety, Video, 2010, S80, Environment, Technology, Press Releases, 2010, 2011, Exterior, Images, 2011, 2012, S60, Interior, Images, 2011, S80, Interior, Detail, Images, 2012, Concepts, Illustration, Images, 2013, Volvo Concept Coupé, XC70, Detail, Illustration, Images, 2008, 2009, S80, Images, 2008, 2009, S80, XC70, Safety, Technology, Images, 2008, XC90 (2002-2014), Events/Activities, Special Interests, Press Releases, 2003, S60, Safety, Concepts, Images, 2011, S60, Exterior, Images, 2011, XC70, Exterior, Images, 2012, S60, S80, V40, XC60, XC70, XC90 (2002-2014), C30, Safety, Press Releases, 2013, Concepts, Illustration, Images, 2013, Volvo Concept Coupé, Life Style, Design, Exterior, Images, S60 Cross Country, 2016, C70, Exterior, Images, 2010, S80, Detail, Images, 2011, XC60, Interior, Images, 2011, 2012, S90, Historical, Images, 1997, XC70, Safety, Images, 2008, 2009, XC70, Images, 2008, Quality, Design, Interior, Detail, Images, V60 Cross Country, 2016, S40, S60, S80, V50, XC70, C30, C70, Press Releases, 2009, XC60, XC70, Interior, Detail, Images, 2012, Exterior, Images, 2012, S60, S80, V40, XC60, XC70, Safety, Motor Shows, Technology, Video, 2014, C70, Interior, Detail, Images, 2007, V40, Exterior, Images, 2013, Concepts, Exterior, Images, Volvo S60 Polestar Concept, R, Images, 2005, 2006, 2007, S80, Images, 2007, XC60, Exterior, Images, 2010, XC60, Exterior, Images, 2009, 2010, S60, Interior, Images, 2011, 2012, Interior, Detail, Images, 2013, P210, P220, 1960, 1962, XC60, Design, Video, 2014, 2015, 2016, XC90 (2002-2014), Interior, Images, 2007, 2008, 2009, XC60, Exterior, Images, 2009, S40, Safety, Images, 2005, 2006, 2007, S60, S80, XC70, XC90 (2002-2014), Historical, Images, 2008, 2009, 2010, S60, Images, Concept You

本新闻材料中的描述和事例与沃尔沃汽车公司国际系列车型相关。描述的配置可能是选则性的。产品规格可能在各国不尽相同或发生变化。恕不另做通知。

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