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Volvo Cars' motorsport history reflected at Techno-Classica: "Volvos at Speed"

Five historic racing cars and one modern S60 Polestar track car will represent Volvo Cars' motorsport history at the Techno-Classica expo in Essen, Germany when it opens its doors on 26 March. One of the cars is the PV544 which caught the whole world by surprise in 1965 by winning the Safari Rally with Joginder Singh, "The flying Sikh", behind the wheel.

With almost 200,000 visitors from more than 40 countries, Techno-Classica is the world's largest indoor expo for classic cars. It reflects the worldwide billion-dollar industry that has grown out of the passion for motoring history.

Techno-Classica clearly demonstrates how a growing number of car manufacturers have realised how important it is for their brand to showcase its history. Volvo Cars takes part in Techno-Classica for the 11th time this year



Volvo Cars' theme for 2014 is motorsport – “Volvos at Speed.” Six cars will represent Volvo Cars' success both in rallying and on the race track, from the 1960s until the present day.

At the Volvo booth visitors will be able to see:

- The winning car from the Safari Rally in 1965, a Volvo PV544. The car was driven by brothers Joginder and Jaswant Singh who represented the host nation, Kenya.
- A rally version of the Volvo 122S Amazon – an exact replica of the car that won the classic Acropolis Rally in Greece in 1965
- A Volvo 240 Turbo Group A, an original car from the period in the mid 80's when Volvo enjoyed huge touring car racing success winning the European Championships in 1985
- A Volvo 850 Estate – the car that took Europe's racing scene by storm in 1994 when it debuted in the prestigious British Touring Car Championship (BTCC). It was the first time a factory team turned an estate car into a serious racing contender.
- The winning car from the British Touring Car Championship in 1998 – a Volvo S40. In the hands of Swedish racing star Rickard Rydell, it was one of the most victorious cars in Volvo's motorsport history.
- A Volvo S60 Polestar – a modern incarnation of Volvo Racing, and one of the winning cars from the Scandinavian Touring Car Championship in 2013.

Volvo Cars Heritage is heading Volvo Cars' participation at Techno-Classica, and has the task of safeguarding and presenting Volvo's history and rich heritage. Volvo Cars Heritage can be found in Hall 3, stand number 3.0-257.

For more information about Volvo's classic cars, go to <http://www.volvocars.com/heritage/> or <https://www.media.volvocars.com/global/en-gb/models/heritage>. You can also visit the Techno-Classica website at <http://www.siha.de/>

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I fatti e le descrizioni contenuti in questo materiale per la stampa si riferiscono alla gamma internazionale di autovetture prodotte da Volvo Cars. Le caratteristiche descritte possono essere optional. I prodotti Volvo in vendita sul mercato italiano possono variare in termini di specifiche e allestimenti rispetto a quanto illustrato sul sito.

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