

## Press Release

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# Explore snowy Sweden from a secluded winter cabin – as seen in Volvo EX30 Cross Country reveal

We revealed [the new EX30 Cross Country](#) from a secluded winter cabin in the north of Sweden earlier this week, underlining the essence of a true Cross Country experience.

As of today, this very same cabin is available for booking through [Landfolk](#), a curated platform connecting travellers with unique, handpicked holiday homes. Perfect for anyone who craves an exclusive winter adventure in Swedish Lapland. And to top things off, a Volvo car will be ready to take you on your preferred boreal adventure.

With ‘Cross Country,’ Volvo Cars is looking to expand its offering beyond just cars to complete experiences. This cabin rental opportunity alongside a broader range of gear, accessories and information aims to make exploring the outdoors as easy as possible.

The EX30 Cross Country is designed for people who want big experiences from their small, fully electric SUV. The secluded Cross Country winter cabin, located about an hour north of the town of Luleå, aims to facilitate the ultimate outdoor experience that defines ‘Cross Country’.

“With our Cross Country products, we aim to deliver an experience, not just a car,” says Erik Severinson, our chief product and strategy officer. “This secluded winter cabin in Northern Sweden, surrounded by magnificent forests, rich local fauna and an icy lake, gives you a taste of what that experience could look like in the form of an authentic Scandinavian outdoors adventure.”

Picture waking up to the view of a frozen lake and spruce trees covered in pristine snow. If you're lucky, the sun peaks out, creating a display of sparkling crystals that dance in the light. As you sip on your morning coffee, the world seems quieter for a moment, as you hear only the wood crackling in the open fireplace. Soon it's time to get ready for your next big adventure of the day.

Whether you're looking for an invigorating dog sled ride in the glistening snow, or aim to up your game in cross-country skiing, the surrounding area offers plenty of options. To help you with your choice, you will be recommended a selection of outdoors activities.

And with sleeping space for three people, the cabin offers a cosy relaxing area with big windows facing the beautiful winter wonderland outside, smart storage for your snow boots, skis and more – and a Scandinavian-style kitchen for everything you need after a day of adventure.

The unique cabin is now available to rent for a limited time only, from 21 February to 21 March 2025, through [Landfolk](#), which is renowned for its handpicked holiday homes across Scandinavia and southern Europe. Each individual booking allows for up to two nights in this serene escape.

To get to the cabin, it's about an hour's drive from Luleå airport. A new Volvo EX30 will be waiting for you at one of our rental service partners at the airport.

Customers can configure their car [here](#).

### The small print

- Use of the car is included in the rental price.

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### **Volvo Cars in 2024**

For the full year 2024, Volvo Car Group recorded a record-breaking core operating profit of SEK 27 billion. Revenue in 2024 amounted to an all-time high of SEK 400.2 billion, while global sales reached a record 763,389 cars.

### **About Volvo Car Group**

Volvo Cars was founded in 1927. Today, it is one of the most well-known and respected car brands in the world with sales to customers in more than 100 countries. Volvo Cars is listed on the Nasdaq Stockholm exchange, where it is traded under the ticker "VOLCAR B".

*"For life. To give people the freedom to move in a personal, sustainable and safe way." This purpose is reflected in Volvo Cars' ambition to become a fully electric car maker and in its commitment to an ongoing reduction of its carbon footprint, with the ambition to achieve net-zero greenhouse gas emissions by 2040.*

As of December 2024, Volvo Cars employed approximately 42,600 full-time employees. Volvo Cars' head office, product development, marketing and administration functions are mainly located in Gothenburg, Sweden. Volvo Cars' production plants are located in Gothenburg, Ghent (Belgium), South Carolina (US), Chengdu, Daqing and Taizhou (China). The company also has R&D and design centres in Gothenburg and Shanghai (China).

### **About Landfolk**

Founded in 2021, Landfolk is a Danish company offering a curated collection of more than 3,500 handpicked holiday homes across six countries: Denmark, Norway, Sweden, Germany, Italy, and France. Landfolk connects guests with unique, nature-oriented homes, each thoughtfully designed and cared for by passionate hosts.

*With a focus on quality, personality, and a seamless experience, Landfolk creates meaningful opportunities for both travelers seeking unforgettable getaways and hosts looking to share their extraordinary spaces.*

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