

Press Release

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Media advisory – not for publication: updates to the Volvo Car UK Communications team

Volvo Car UK is pleased to announce the appointment of Emily Wilson to the role of Head of UK Communications. Emily joins Volvo from global TV production and distribution company, Fremantle, as former Senior Communications Manager UK, Tom Lynch, takes up a position within the global Volvo Cars organisation.

Emily will lead the company's communications operations in the UK as the brand continues its shift to electrification, spearheaded by an exciting range of fully electric Volvo models being launched in the coming years.

Emily joins Volvo Car UK from Fremantle, where she was most recently Head of Corporate Communications. During her time at Fremantle, she led on communications strategies to enhance and protect Fremantle's global reputation as a leading creative business. With a track record for successfully devising and delivering impactful media strategies and campaigns with international impact, Emily will bring this approach to Volvo where she will lead the UK team.

Emily said: "This is an extremely exciting time to be joining Volvo, and I am delighted to have the opportunity to work closely with the Executive team and the brilliant Communications team in the UK to bring Volvo's brand and purpose to life. Volvo's story is a privilege to tell, and I cannot wait to get started."

There are also further changes for the team, with Hayley Saunders joining as PR and Events Manager. Hayley joins Volvo from Churchill Insurance, where she led the PR strategy for multiple product categories, including motor and home. Prior to that, she held several senior PR roles in the fashion industry.

Hayley said: "I am thrilled to be joining Volvo as the new PR and Events Manager. Volvo's commitment to innovation, sustainability and redefining the future of mobility aligns perfectly with my passion for creating impactful campaigns and unforgettable experiences and events. I look forward to working with the talented team, building strong and meaningful relationships with journalists and other stakeholders, and helping to drive the Volvo story forward."

Maya Perzanowska's internal secondment to the team as PR and Communications Support Executive will shortly come to an end. She will rejoin the Customer Care team, where she will take up a new role as Senior Digital Customer Care Specialist. The team would like to thank Maya for her support and professionalism during her secondment.

The new contact details for the Volvo Car UK Communications team are:

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