

## Press Release

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# Volvo EX30 excels as Carwow Car of the Year

- All-new, fully electric EX30 adds to its impressive awards tally, crowned the Carwow Car of the Year 2024
- The small SUV “smashes it out of the park” with its all-round excellence
- EX30 also ‘highly commended’ in the Outstanding EV category, along with the forthcoming EX90 large SUV in the Most Anticipated New Car class, and Volvo Cars in the Brand of the Year category

The all-new, fully electric Volvo EX30 continues to enjoy an exceptional debut awards season, achieving all-round acclaim as the Carwow Car of the Year 2024.

The small SUV triumphed from among the hundreds of cars reviewed by Carwow in the past year for its hugely popular and influential consumer online channels. Carwow operates YouTube’s largest automotive channel, with more than eight million subscribers, and a website that helps thousands of motorists choose the right car every year.

Mat Watson, Carwow Chief Content Officer, declared: “Volvo has smashed it out of the park. The little EX30 is the best all-round electric car – and the best car all-round – that I’ve driven all year, and it’s priced to appeal to the head as much as its design and driving experience appeal to the heart.

“It has bags of character, drives really nicely, is efficient and is one of the most affordable small electric SUVs you can buy. There’s loads of space in the front, and it is really good at soaking up bumps for a relaxing and comfortable drive. It is a persuasive argument for anyone thinking about going electric.”

In addition to the EX30’s overall success, the model was highly commended in the awards’ Outstanding EV category, while its much-anticipated sister model, the forthcoming EX90 fully electric large SUV, was likewise highly commended in the Most Anticipated New Car class. To seal the brand’s all-round success, Volvo Cars collected a further high commendation in the Brand of the Year category.

The awards were determined by the Carwow content team, applying their decades of experience in assessing cars to help buyers make the best choice. Their judgement considers the full spectrum of buying and owning, including price, performance, efficiency, comfort and practicality, together with special qualities and innovations that make the best models stand out from the crowd.

Nicole Melillo Shaw, Volvo Car UK Managing Director, said: “Once again, the EX30 has proved its strength in depth, demonstrating how it goes further than being an exceptional, practical and – importantly – keenly priced fully electric car to offer qualities that make it an all-round winner. Carwow’s prestigious award is a wonderful affirmation of our efforts to ensure Volvo Cars leads the premium market into this exciting new era of electrified motoring.”

The EX30 and EX90 are key players in Volvo Cars’ ambition for 50% of its worldwide new car sales to be fully electric by the mid-2020s and to be a fully electric car maker by 2030.

For more information on the Volvo EX30, and to use the online configurator, please go to [www.volvocars.co.uk](http://www.volvocars.co.uk)

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Descriptions and facts in this press material relate to Volvo Car UK's car range. Described features might be optional. All information is correct at time of going to press and may be altered without prior notification.

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