

Press Release

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Volvo Car UK partners with broadcaster and wellbeing pioneer Fearne Cotton

- The two partners are united by their passion for sustainability and wellbeing
- Fearne will drive Volvo's C40 Recharge, the brand's pure electric crossover

Maidenhead, England, 11th August 2022 – Today, Volvo Car UK announces an exciting new partnership with Fearne Cotton, one of the UK's best-known broadcasters and founder of the multi-faceted wellbeing brand, Happy Place.

Over the past two decades, Fearne has crafted a career that encompasses TV, radio and digital, becoming one of the UK's most popular personalities. Fearne's Happy Place platform, embracing a podcast, books and festivals, connects thought-leaders from around the world to inspire and empower self-love and happiness.

United by a shared passion for sustainability, Volvo and Fearne have joined forces to help educate the nation about electrification. Through the partnership, they aim to inspire and empower people to make more eco-friendly choices in their everyday lives.

Fearne will drive Volvo's new fully electric C40 Recharge. As part of Volvo's commitment to more conscious design, this model features a 100% leather-free interior, and the carpets are made from recycled PET plastic bottles. Throughout its interior, the design of the C40 is centred on effortlessly blending sustainability and comfort.

Fearne Cotton said: "I'm so happy to join the Volvo family. We're both fully committed to sustainability, so being part of its electrification journey is super exciting. As well as the planet, Volvo has always been a brand about protecting people, a really lovely complement to my passion for self-care and mental health.

"When life gets busy, it's important that I find the time to look after myself. The new electric C40 Recharge fits so seamlessly into my life, and features like fast charging give me the time to recharge myself, so that I'm in the best frame of mind to get behind the wheel and off on my next adventure."

Underpinning Volvo's mission to be a fully electric business by 2030, the C40 Recharge is the shape of things to come for the automotive company, building cars that fit easily into a busy life. The C40 Recharge can travel up to 274 miles on a single charge, subject to driving conditions, which is more than most people's weekly driving distance, and fast charges to 80% battery capacity in just 37 minutes.

Kristian Elvefors, Volvo Car UK Managing Director, said: "Fearne is an existing Volvo customer, so we are delighted to now partner with her on our exciting sustainability journey. An inspiring change-maker and pioneer in her field, Fearne perfectly encapsulates what we stand for as a brand: sustainable living, but also a desire to push boundaries and explore innovative solutions, as we both work towards improving life for our planet and its people."

Find out more about the Volvo C40 Recharge pure electric, or book a test drive, at [volvocars.co.uk](https://www.volvocars.co.uk)

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Volvo Cars in 2021

Volvo Car Group recorded an operating profit of 20.3 BSEK. Revenue in 2021 amounted to 282.0 BSEK, while global sales reached 698,700 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".

Volvo Cars aims to provide customers with the Freedom to Move in a personal, sustainable and safe way. This is reflected in its ambition to become a fully electric car maker by 2030 and in its commitment to an ongoing reduction of its carbon footprint, with the ambition to be a climate-neutral company by 2040.

As of December 2021, Volvo Cars employed approximately 41,000 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, Camarillo (US) and Shanghai (China).

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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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