

## Press Release

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# Volvo wins the first Car Manufacturer of the Year title in honours hat-trick at the News UK Motor Awards 2019

- Volvo becomes the first winner of the Best Car Manufacturer of the Year title in News UK's Motor Awards 2019
- Volvo XC40 wins best small SUV/crossover category
- Volvo V60 crowned best family car
- Results determined by a popular vote among readers of News UK media outlets, including Drive.co.uk, The Times, The Sunday Times, The Sun and talkSPORT radio
- News UK praises the "impressive quality and scope" of Volvo's model range and the company's reputation for "progressive values, technological innovation and standout craftsmanship
- Volvo hailed as a "truly aspirational and sought-after brand"
- Honour reflects the success of Volvo's complete product renewal programme and its industry-leading commitment to safety

Volvo has enjoyed unprecedented success in News UK's Motor Awards 2019, being the first winner of the new Car Manufacturer of the Year title and receiving two further category honours – best small SUV/crossover for the XC40 and best family car for the V60 estate.

### Popular vote

The results reflect the opinions of thousands of motorists who voted for their top models and brands in an awards poll hosted across News UK's principal key media outlets, including Drive.co.uk, The Times, The Sunday Times, The Sun and talkSPORT radio. A shortlist of contenders was drawn up by automotive experts across the group, with Volvo featured in no fewer than six categories.

### Best Car Manufacturer of the Year

The Best Car Manufacturer of the Year, presented for the first time, set the seal on Volvo's emphatic performance. The company was nominated in recognition of its ambitious range renewal, which has seen every model in its current line-up replaced within the last five years, in News UK's view planning to make cars that are safer, more distinctive and more desirable than their luxury market competitors. News UK also highlighted Volvo's investment in electrified powertrains – a strategy that has already delivered a UK-first in offering customers plug-in hybrid versions of every model in its line-up.

Its opinions are shared by Britain's car-buyers, who have helped Volvo secure a 27% increase in its new car sales in the UK during the first half of 2019, making the country's fastest-growing premium brand and keeping it on course to meet its target of 60,000 annual sales by 2020.

### XC40 "hits the sweet spot"

The Best Small SUV/Crossover title is the latest in an exceptional array of awards for the Volvo XC40. The model won through from a shortlist that also included the Audi Q3, Volkswagen T-Cross and BMW X1.

With a four-star Sunday Times Driving review to its credit, the XC40 was warmly received by News UK's team: "Volvo makes some cracking cars, but for some of our judges, the XC40 really hits the sweet spot. At an ideal size for most small families, it gives drivers all the usual Volvo

attributes – style, comfort, space and safety – but introduces ruggedness in the process.”

As a core model in the Volvo range, the XC40 is in the forefront of technical innovation. Earlier in September the range grew to include a new T5 Twin Engine plug-in hybrid version, while next month a fully electric version will be revealed – a car that Volvo promises will also be one of the safest it has ever built.

#### **V60 – “beauty and beast”**

The V60 estate – another Sunday Times four-star rated model – was nominated as a car that “seamlessly mixes the high-tech with Scandi-chic design”. The judges also highlighted how good looks are matched by practicality: “While its design is very much ‘beauty,’ the V60 is more ‘beast’ when it comes to interior space.”

#### **“Hugely impressive”**

Rob Walsh, Client Partnerships Director – Automotive, Technology and Telecoms, at News UK said: “Huge congratulations to Volvo for winning our first ever Manufacturer of the Year prize in the Motor Awards 2019. This success is a testament to the hugely impressive quality and scope of models that now sit in the Volvo range.

“Volvo has created a significant point of difference to its competitors, mixing strong, progressive company values alongside technological innovation and standout craftsmanship. These attributes now make it a truly aspirational and sought-after brand for News UK’s huge pool of buyers.”

#### **Volvo’s commitment**

Kristian Elvefors, Volvo Car UK Managing Director, said: “These awards are highly valued, based as they are on the opinions of people who are driving and buying cars every day. The best manufacturer honour is of special importance, as it’s an independent vote of approval for what we are doing as a brand and the success of our complete range renewal. It’s not just about making great cars, it’s about looking after our customers and maintaining our commitment to safety and the environment in everything we do”.

For more information about the Volvo range and to use the online car configurator, please click [here](#).

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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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