

Press Release

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Volvo Car UK celebrates modern family diversity with eye-catching signage redesign at Westfield London as part of its launch for new V60 estate car

- Volvo Car UK redesigns traditional family parking space icons to celebrate the diversity of modern families
- New signage trialled at Westfield London with icons featuring a range of family types
- The trial marks the launch of the new Volvo V60, the contemporary iteration of its family estate car

To mark the launch of the new V60, the contemporary iteration of its premium mid-sized estate car, Volvo Car UK is celebrating the rich diversity of the modern family with new "family parking" signage designs.

The trial, conducted in partnership with Westfield London in Shepherds Bush where the new icons can be seen, aligns with the theme of Volvo's TV advertising programme for the V60 – "The New Family Model", which launches on 9 July. Over the years, the definition of family has evolved, hence the icons profile different examples of family within society, including same-sex couples, single parents and nuclear families.

Mike Johnstone, Marketing Strategy Director, Volvo Car UK, said: "The introduction of the new V60 gives us the ideal opportunity to celebrate the modern family in all its guises. As the contemporary iteration of our mid-size family estate, the V60 perfectly reflects our human-centric approach to car design which aims to make its owners' lives easier and safer."

Prospective customers will be able to see the new V60 in real life at Westfield London between Friday and Sunday this weekend (6-8 July), as well as take test drives with their own families. Families will also be able to have photos taken for a special billboard at the venue, as well as an image for them to share via social media.

Volvo estate cars have a worldwide reputation as definitive family transport, combining safety and reliability with versatile and ingenious designs that are both practical and appealing. Just as families have evolved over the years, the new V60 – which was revealed outside a family home in suburban Stockholm earlier this year – is packed with advanced new features and technologies that meet the evolving demands of modern family life.

These include multiple connectivity options for the family, including Apple CarPlay and Android Auto which mirror the user's phone screen on the car's nine-inch portrait touchscreen. In addition, a Wi-Fi hotspot means that the whole family can access content via their mobile devices. Meanwhile, Volvo's semi-autonomous Pilot Assist system eases the demands of long motorway journeys and heavy traffic with automated braking, acceleration and steering support.

Environmental efficiency is also prioritised, with scheduled new electrified powertrain options for the V60, including T6 Twin Engine and T8 Twin Engine plug-in hybrid models. Not forgetting the essential practicality required for a family estate car, the V60 has the largest boot in its class, offering up to 529 litres even when all the seats are occupied.

Keeping families safe is a Volvo hallmark, and the new V60 features the latest iteration of the firm's

City Safety technology, which uses camera and radar scanning of the car's surroundings to mitigate against collisions with other vehicles, pedestrians, cyclists and even large animals. This innovation supports progress towards Volvo's vision that no one should be killed or seriously injured in a new Volvo car from 2020.

The background to the project can be seen in a 'making of' video in this link:
<https://we.tl/tfDyAmg6S5>

The new Volvo V60 will launch in retailer showrooms across the UK on 14 July. Customers can book their place at www.V60weekend.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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