

Press Release

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Britain among Europe's most adventurous nations as Volvo Cars opens secluded lodge in Swedish mountains

- New research by Volvo Cars reveals Brits to be some of the most adventurous people in Europe
- More than three quarters of Brits manage to find time for hobbies – but most want to spend more time outdoors
- Volvo Cars and Tablet Hotels open Swedish mountain retreat designed to reconnect people with outdoor activities, complete with a new Volvo V90 Cross Country

Brits are among Europe's best at finding time for hobbies – but most want to spend more time experiencing the great outdoors, according to new research by Volvo Cars, the premium car maker.

More than three quarters (76%) of Brits said they are able to successfully prioritise their hobbies, a higher proportion than people in France, Germany, Norway and Sweden. However, more than half (56%) say they want to spend more time taking part in outdoor pursuits.

The news comes as Volvo teams up with luxury hotel curator Tablet Hotels to open a newly renovated lodge in secluded northern Sweden, designed to help people reconnect with their passions in life. Called the Get Away Lodge, it comes equipped with the firm's new all-weather premium estate, the V90 Cross Country, to coincide with the launch of the model.

The research, which covered five European countries – France, Germany, Norway, Sweden and the UK – as well as China and the US, found that six out of 10 people globally want to spend more time pursuing outdoor activities. Only 5% of Brits said they struggle to prioritise their hobbies – a significantly smaller proportion than their French and German equivalents, with 13% and 16% respectively. For more than half of those Brits, both work and family time are cited as the main obstructions.

While the results show people from the UK to be good at finding time to enjoy life, they also reveal a desire to spend more time doing outdoor activities: the 56% of those surveyed who expressed a desire to get out more is on a par with the European average. Fishing was cited as the most popular outdoor pastime for Brits (34%), followed by cycling (32%), hiking (29%) and running (29%). Both nature photography and outdoor swimming are also popular, at 24% and 23% respectively.

"Our research shows that around the globe, six out of 10 people want to spend more time outdoors, not at the office. We want to encourage people to reprioritise and reconnect with their forgotten passions. The lodge is the perfect location for anyone who wants to escape for a few days to discover the elusive work-life balance we have all heard of," says Björn Annwall, Senior Vice President, Global Consumer Experience at Volvo Car Group.

The Get Away Lodge is the perfect place for people to rediscover their passions and adventures. For a limited period, people can book a trip to the mountain lodge, which is situated just outside the buzzing winter sports village of Åre in Jämtland County, northern Sweden. The lodge has been newly renovated and carefully furnished with a mix of Scandinavian design and mindfulness.



Surrounded by snowy mountains, deep woods and beautiful rivers, the lodge features a bedroom for two, a fully equipped kitchen with a stunning, panoramic view over Åreskutan mountain, and a living room with a large fireplace. There is also a dining room, a study and a yoga and contemplation room – complete with yoga mats, incense burners and candles. A large equipment room holds a vast variety of winter sports gear – such as skis, warm winter clothes and snow shoes. Perfectly in line with the Volvo brand, the destination offers the ultimate Swedish luxury experience.

A brand-new Volvo V90 Cross Country is included in the package. The all-road, all-weather premium estate comes with permanent All Wheel Drive, extended ground clearance and state-of-the-art driver assist and safety systems – perfect for exploring the scenic surroundings, the outdoor activities available nearby, and the two-star Michelin restaurant Fäviken Magasinet.

A 24/7 hotline/concierge service will assist the residents in making dinner reservations, recommend outdoor adventures and make sure that the torches outside the lodge are lit every night.

"Cars and hospitality are a great match, as both involve working hard to make the result look easy — and this is an illustration of when the magic happens," says Laurent Vernhes, Tablet co-founder and CEO. "Volvo has created the kind of truly special hotel experience that our fans crave. I'm going to work on making sure that the Get Away Lodge is only the first of many!"

For more information on how to book the Get Away Lodge, please visit <https://www.tablethotels.com/en/are-hotels/volvo-getaway-lodge>.

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Volvo Car Group in 2015/16

For the 2015 financial year, Volvo Car Group recorded an operating profit of 6,620 MSEK (2,128 MSEK in 2014). Revenue over the period amounted to 164,043 MSEK (137,590 MSEK). For the full year 2016, global sales reached a record 534,332 cars, an increase of 6.2 per cent versus 2015. The record sales and operating profit cleared the way for Volvo Car Group to continue investing in its global transformation plan. Full financial results for 2016 will be announced in February.

About Volvo Car Group

Volvo has been in operation since 1927. Today, Volvo Cars is one of the most well-known and respected car brands in the world, with sales of 534,332 cars in 2016 in about 100 countries.

Volvo Cars has been under the ownership of the Zhejiang Geely Holding (Geely Holding) of China since 2010. It formed part of the Swedish Volvo Group until 1999, when the company was bought by Ford Motor Company of the US. In 2010, Volvo Cars was acquired by Geely Holding.

As of December 2016, Volvo Cars had around 30,000 employees worldwide. Volvo Cars' head office, product development, marketing and administration functions are mainly located in Gothenburg, Sweden. Volvo Cars' head office for China is located in Shanghai. The company's main car production plants are located in Gothenburg (Sweden), Ghent (Belgium), Chengdu and Daqing (China), while engines are manufactured in Skövde (Sweden) and Zhangjiakou (China), and body components in Olofström (Sweden).

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