

Press Release

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Volvo Cars' new V90 campaign features footballing legend Zlatan Ibrahimović

Volvo Cars is teaming up with footballing icon Zlatan Ibrahimović for the European launch campaign of the V90 premium estate in advance of the European Championships football tournament. The campaign will go live tonight on social media and digital platforms, followed by TV.

The campaign shows the former Paris Saint-Germain striker, a long-time Volvo driver and fan, looking back at his rise from humble beginnings in one of Sweden's toughest neighbourhoods in Malmö to international sporting stardom.

[Watch the full film here.](#)

Zlatan, who is currently preparing for the European Championships, feels a close affinity with the Swedish car brand.

"I've seen the new cars, I've driven and tested them, and I think they're fantastic. Just like me, Volvo have gone their own way and dared to think differently," said Zlatan Ibrahimović.

"The campaign is a celebration of the independent mind, of the power that lies in the ability to think differently. There are many similarities between Zlatan's and Volvo's journeys. We haven't got to where we are now by doing the same as everyone else," said Anders Gustafsson, Senior Vice President, Europe, Middle East and Africa at Volvo Car Group.

Building on Volvo Cars' indisputable heritage in the estate segment, the new V90 takes the premium estate a clear step forward in terms of aesthetics, materials and finish, while living up to the ultimately practical nature of any true estate. The Volvo V90 boasts a high level of standard equipment, ranging from Large Animal Detection to the second-generation of Pilot Assist, a semi-autonomous drive feature.

The V90 campaign goes live on May 30th at 7:15pm (UK time) on UK social media, digital and video on demand platforms, followed by TV spots on June 17th and 22nd. It features a new and unique score by Hans Zimmer, the world-renowned and Academy Award-winning composer behind the scores of films such as Gladiator, Pirates of the Caribbean, Inception and Interstellar.

"I've always been a fan of Swedish icons such as Abba and Zlatan, so doing this project with Volvo Cars and Zlatan made me experience the best of Sweden. Working together has been truly rewarding," said Hans Zimmer.

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Volvo Car Group in 2015

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 2015, global sales reached a record 503,127 cars, an increase of 8 per cent versus 2014. The record sales and operating profit cleared the way for Volvo Car Group to continue investing in its global transformation plan.

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 503,127 in 2015 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 2015, Volvo Cars had almost 29,000 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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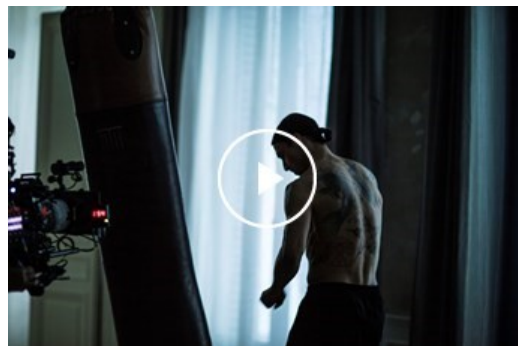
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