

Press Release

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STRONG MARCH SALES MARK ANOTHER MILESTONE FOR VOLVO CAR UK'S 2014 SUCCESS

- UK becomes Volvo's second biggest global market in March 2014
- Sustained market growth continues as Volvo Car UK aims for a 20% increase in sales
- Top sellers include V40 range, XC60 and V60

Strong demand for Volvo's new range of models have resulted in a record 6,810 customer deliveries in March, making the UK Volvo's second biggest global market.

Top sellers included the V40, V40 Cross Country, V60 and XC60, alongside sustained sales success for the XC90.

The UK market was just 233 cars shy of becoming Volvo's largest market in March and finished in second place behind China, but ahead of all other markets including Volvo's home market in Sweden.

The strong performance ensures Volvo Car UK remains ahead of sales forecasts and firmly on course to achieve its ambitions for 20% sales growth by the end of 2015.

Jon Wakefield, Sales Director at Volvo Car UK said: "March is undoubtedly the biggest sales month of the year here in the UK, but even with the boost of the new registration plate, there's no mistaking the attention our cars are receiving from buyers.

"There's absolutely no doubt that people are seeing Volvo in a new light, thanks to the desirable design, technology and luxury we offer our customers. It's a really exciting time for the brand here in the UK and we're delighted with this result."

Individual model highlights included the V40, V40 Cross Country and XC90 – more of which were sold in the UK in March than anywhere else in the world. Meanwhile, the XC60 – the only premium small SUV to record sales growth in Q1 2014 – continues to capture buyers' imagination, with over 1,500 sales last month.

Jon added: "March has undoubtedly delivered a great result for us, however our success is about more than a record sales month. Customer orders of our cars are running at record highs – 39% up on 2013 – ensuring we will see sustained growth throughout 2014 and beyond."

For more information on the full range of Volvo models, please visit www.volvocars.co.uk

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