

Press Release

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VOLVO AND REEVOO PARTNERSHIP REASSURES CAR BUYERS

- Volvo and Reevo join forces to reassure customers researching their next car online
- Car buyers can view genuine Volvo reviews from existing customers on www.volvocars.co.uk
- Peace of mind for customers that they're buying a Volvo that is independently rated and recommended

Premium car manufacturer Volvo has turned to social commerce expert Reevo to incorporate opinions from its own customers into its online experience.

The project is designed to deliver added insight for customers looking to purchase either a new or used Volvo car by showing how highly rated they are by the most influential people – those that already own and live with them every day.

Reevo will integrate verified buyer reviews and ratings into Volvo's own website www.volvocars.co.uk. Being able to see how existing customers view the ownership experience will give potential buyers added peace of mind that they are purchasing a desirable and reliable vehicle.

Georgina Williams, Head of Marketing at Volvo Car UK, said: "Car buying involves a significant financial investment so it can often be a very emotional experience – we know that car buyers will talk to their friends for opinions, advice and recommendations about what they drive, before heading online to do more research."

"So we wanted to find a way of reassuring people when they come to our website that buying a Volvo is an experience they can look forward to. What better way to do that than let them see reviews from existing customers."

Reevo's philosophy is absolute impartiality, so the reviews on the website are the views of genuine customers, genuinely told. Reevo collects, collates and publishes independent online car reviews from real Volvo owners.

With no editing or censorship, it's a brave move for a car manufacturer to include them on its customer facing website, but also a sign of just how confident Volvo is about the quality of its cars.

Georgina added: "We know that our customers love their cars and the experience of owning a Volvo, so why not tell as many people as possible? There's no better reassurance than a recommendation and we're looking forward to seeing how the reviews can encourage more people to join our brand."

Reevo CEO Jonathan Callcut believes a unique and loyal customer base will help increase sales and keep Volvo top-of-mind for car buyers.

"Volvo drivers are a chatty lot... and Reevo is going to take those conversations online and use them to drive customer engagement. Car buyers are greatly influenced by the opinions of other

drivers and Volvo owners adore their vehicles. It's a great partnership.”

For more information about the full range of Volvo vehicles, and to see real reviews of the cars by existing owners, visit: www.volvocars.co.uk (hover the mouse over any model name at the top of the page, (e.g. 'XC60') and then click 'Owner Reviews' on the menu).

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About Reevo

Conversations about your brand are already taking place, shaping consumer opinions. Reevo (www.reevo.com) enables you to join those conversations so you can attract, engage and retain more customers. Our social business suite provides reviews, recommendations and community solutions that have an immediate impact on your bottom line, and turn feedback into insights that can guide your business.

More than 750,000,000 Reevo-collected reviews and conversations are used every month across 90 countries. Founded in 2005, Reevo has pioneered a unique social business model that continues to deliver far better results than the industry standard for brands including Dixons, Ford Retail, Black & Decker, Kuoni, Orange, and Sony.

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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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