

Press Release

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VOLVO CAR UK IS PLEASED TO ANNOUNCE PARTNERSHIP WITH SNOWBOMBING 2010

SNOWBOMBING 2010: DRIVEN BY VOLVO

Monday 5th to Saturday 10th April 2010, Mayrhofen, Austria

www.snowbombing.com/en

Volvo Car UK is pleased to announce their partnership with Snowbombing - "the world's biggest show on snow" which takes place in the winter sports resort of Mayrhofen, Austria, 5th-10th April 2010.

With some of the hottest artists, live bands and respected DJs on the bill; Snowbombing is an annual week-long music and snowsports festival like no other, which takes place both on and off piste in and around Mayrhofen.

Kylee Rush, Marketing Team at Volvo Car UK Ltd commented; "Volvo Car UK is very excited to announce its 2010 partnership with Snowbombing, now called Snowbombing 'Driven by Volvo'. Snowbombing, like Volvo, is a brand on-the-move and we share many similar values making the partnership an ideal match. Innovative technology, beautiful design and driving fun, coupled with our joint genuine care for the environment, means that Volvo's link with Snowbombing makes perfect sense and gives us a perfect backdrop to express these values."

Gareth Cooper MD from Snowbombing added: "We see Volvo and Snowbombing as a perfect fit - both super cool brands pushing boundaries in their individual fields. Some of the activity that's going to take place is going to blow people away, all ending in Mayrhofen for the main event where we will be giving away a top of the range Volvo C30 R-DESIGN to one of the lucky Snowbombers."

Model Behaviour

Volvo will be showcasing a range of models, including the sporty new C30 SportsCoupe and sleek new C70 coupe/convertible. The Volvo XC60 crossover complete in sports-inspired R-DESIGN guise, which performs extremely well on snow and in off-road situations, will also be on display.

Expect plenty of snowy exploits to be had with the cars whether it's the professional snowboarders showing off their flips and spins over the vehicles, or the stylish models being used for chauffeuring Snowbombing's top artists and high profile guests around the village in style.

A Festival like No Other

All artists will all be playing once-in-a-lifetime shows in awesome venues; in huge igloos and alpine forests, on snowy plateaus and in medieval barns, with mountains for a perimeter fence and over 150 miles of powdery pistes to play on between bands. Snowbombing is perhaps the most luxurious festival experience out there too - it comes with a mud-free guarantee.

Thanks to Volvo there will be some exciting new elements and events for Snowbombing 2010. For starters there is the 'Tour de Dance' (Snowbombing's tour of European Ski Resorts), The UK Club Tour (visiting the biggest and best club nights in the UK), The Road Trip (which will see in excess of 120 cars hit the road in one big convoy en route to Snowbombing), and a Snowbombing take over of The Volvo Ice Camp (which will see Snowbombing take over the snow playground with an exclusive gig and party for a lucky 200 special Snowbombers).

Spin the Wheel...

Snowbombing 2010 will feature FATBOY SLIM, EDITORS, DOVES, THE ENEMY, FRIENDLY FIRES, white hot French electro king - VITALIC all round festival favourites DAN LE SAC V SCROOBIUS PIP, THE CUBAN BROTHERS and special guests DE LA SOUL all playing live.

FATBOYSLIM, EDITORS, DOVES, THE ENEMY
2MANY DJS, FRIENDLY FIRES, VITALIC
THE WHIP, EXAMPLE, WILD BEASTS
DAN LE SAC V SCROOBIUS PIP, THE CUBAN BROTHERS

Very Special Guests...
DE LA SOUL

CROOKERS, ADAM BEYER, ANDY C & MC GQ, SUBFOCUS
JAMES ZABIELA, NIC FANCIULLI, SCRATCH PERVERTS
SLAM, FAKE BLOOD, BRODINSKI, SKREAM, BENGAL, MOODYMANN
STANTON WARRIORS, PLUMP DJS, KRAFTY KUTS, DJ YODA, JUSTIN ROBERTSON
MISTAJAM, SKEPTA, JACK BEATS, RIVA STARR, ALIX PEREZ, BREAKAGE, TAYO, TODD
TERJE
KRIS MENACE, EWAN PEARSON, MATT WALSH, GREG WILSON, JAMIE JONES, JIMMY VAN
M
JON CARTER, CAGED BABY, CLIVE HENRY, MC WREC, DISCO BLOODBATH, DOORLY, EVIL
NINE
SASSE, GUY WILLIAMS, BONES, THE REVENGE, JOE RANSOM, LOOSE CANNONS,
STREETLIFE DJS
MUMDANCE, ZERO T, RUSS CUBAN, BARRY PETERS, RATTUS RATTUS & KLOSE ONE
(URBAN NERDS)
SPANGLES (ALI LOVE & LUCA C), DAN WILLIAMS, BARRY ASHWORTH, FIRAS, ESKIMO
TWINS, MATTY J, MARC ROBERTSNATHAN DETROIT, PETE JORDAN, PROPHECY & MC
TONN PIPER, TOM BUDDEN, NEIL BAINBRIDGEURBAN KNIGHTS, TBX, SOMBRERO
SOUNDSYSTEM, ARSEQUAKE & DUBIOUS, CA

There's more to life than a Volvo...and there's more to festivals than Glastonbury mud!

Prices start from £279 to secure a place at the Worlds greatest show on snow.
More info <http://www.snowbombing.com/>

Ends

Keywords:

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Descriptions and facts in this press material relate to Volvo Car UK's car range. Described features might be optional.
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