

Press Release

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VOLVO OFFERS A TASTE OF SWEDEN AT GORDON RAMSAY'S TASTE OF CHRISTMAS

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To celebrate the UK arrival of the new Volvo XC60, Volvo has teamed up with Gordon Ramsay's Taste of Christmas food event at Excel London from 4-7 December. Alongside showcasing the new XC60, Volvo will be hosting a 'Taste of Swedish Christmas' stand, offering authentic Swedish festive treats, traditional recipes and a chance to enter a competition to experience Swedish cuisine first-hand on a Gourmet holiday for two to Sweden. Visitors to the Volvo stand will also enjoy the sounds of a Swedish Choir, who will be performing on the Thursday evening and over the weekend.

The Gordon Ramsay Christmas Theatre in association with Volvo will be one of the main attractions at the event and will play host to Gordon and his friends, with friendly cook-offs to heated competitions, double acts and cookery demonstrations. Every ticket includes a seat in the 45 minute Christmas Theatre which runs at various times throughout the day.

Anita Fox, head of Marketing at Volvo Car UK says: "We are really pleased to be a partner of the first ever Taste of Christmas event. Tying in with an event that is bringing people together to share in Christmas festivities is very much in keeping with Volvo's Life is Better Lived Together brand message and positioning. Shared experiences and embracing Christmas traditions are inherent to Swedish values, so it feels like the perfect venue for showcasing our new XC60 model - a family car, whilst also giving the public a Taste of Swedish Christmas."

The Volvo XC60 is the safest and most stylish Volvo yet. It combines SUV-like toughness and practicality with coupe style and driving dynamics. Showcasing a new design direction for Volvo, the XC60 is a stunning car and offers more space and practicality than rivals in the small premium utility segment. One of the safest car in its class, and the safest Volvo ever made, the XC60 features a 'world first standard' new safety technology - City Safety - which lowers the risk of crashes below 19 mph, reducing injury (especially whiplash) and cutting repair costs.

Volvo will also be bringing the striking Volvo C30 R-DESIGN Sport to the show. The Volvo C30 SportCoupe delivers an inspired mix of performance and passion, and the sports inspired R-DESIGN exterior and interior is designed to turn heads.

For more information on Gordon Ramsay's Taste of Christmas and to buy tickets please visit <http://www.tasteofchristmas.com/>

Ends

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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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