

Press Release

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Automotive News honors Volvo Car USA executive Carrie Catherine as one of the 100 Leading Women in the North American Auto Industry

MAHWAH, NJ (May 19, 2025) – Today, Automotive News recognized Carrie Catherine, Head of Network, Customer Experience, and Learning & Development at Volvo Car USA, in the publication’s prestigious 100 Leading Women in the North American Auto Industry list. This recognition highlights Catherine’s pivotal role in advancing the retail strategy and transforming the customer experience at Volvo Cars in the United States and Canada.

Published every five years, the 100 Leading Women in the North American Auto Industry list spotlights women in the automotive field who hold substantial responsibility and have had a major positive effect on their company’s operations. Catherine was selected by a committee of internal and external experts from hundreds of nominations of impressive women at companies big and small.

Since joining Volvo Car USA in 2018, Catherine has been a driving force behind the transformation of the Swedish luxury automotive brand’s U.S. retail network. Leading a cross-functional team dedicated to improving retailer performance, customer engagement, and operational excellence, she implemented the Volvo Retailer Standards initiative and a revamped Bonus Program, which together drove a significant improvement in customer satisfaction that culminated in Volvo’s highest Sales Satisfaction Index (SSI) performance in more than 20 years.

Beyond her professional accomplishments, Catherine is a dedicated advocate for women in the workplace. She founded Ladies of Volvo, an internal community designed to create a safe and supportive space for women to connect, share career aspirations, navigate family life and exchange insights, while empowering voices in an industry historically led by men. Her leadership and advocacy continue to leave a meaningful and lasting impact across the organization.

“Carrie’s leadership has been instrumental in ensuring our U.S. retailer network delivers a premium customer experience that reflects the values of Volvo Cars and our brand promise,” said Michael Cottone, President, Volvo Car USA and Canada. “Her ability to combine a strategic vision with a deep understanding of retailer relationships has strengthened Volvo’s presence in the U.S. and laid the groundwork for continued success. Just as importantly, her passionate advocacy for women in the automotive industry—through initiatives like Ladies of Volvo—has fostered a more inclusive and supportive culture, inspiring the next generation of female leaders.”

Catherine also played a key role in strengthening training and development efforts across the United States and Canada. She oversees six training centers, including Volvo University in Charleston, South Carolina, and has expanded programs to help retailers train their teams more efficiently. Thanks to her leadership, Volvo has trained more than 7,000 retail employees.

“Carrie’s inclusion among the top 100 Leading Women highlights her tremendous impact in the retail automotive space,” said Roger Penske Jr., President, SoCal Penske Dealer Group. “As a dealer in her network, she always exemplifies the spirit of partnership and is a great advocate for us. She is truly the best of the best!”

“Carrie Catherine’s inclusion in the 100 Leading Women in the North American Auto Industry is well deserved. Carrie is a consummate professional, compassionate and knowledgeable in her

field, and one who truly believes and lives the philosophy that dealers and the brand should be true partners,” said Brian Beatt, President & COO, Rusnak Auto Group. “I’m fortunate to have had a long professional relationship across two brands over many years and feel fortunate to count her as a friend.”

With nearly four decades in the automotive industry, Catherine brings deep experience and a genuine passion for her work. Raised in an automotive family, she developed a strong connection to the retail side of the business early on. She has led with purpose and pride to deliver a compelling vision that generates enthusiasm and commitment in the retail network.

“It has been an honor to call Volvo my home for the last chapter of my career. My journey in the automotive industry has been the experience of a lifetime. I am deeply grateful to everyone who supported me along the way, including my team, mentors, my colleagues and our retail partners, for making the past 36 years so rewarding and memorable,” said Carrie Catherine, Head of Network, Customer Experience, and Learning & Development at Volvo Car USA.

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About Volvo Car USA

Headquartered in Mahwah, New Jersey, Volvo Car USA LLC (VCUSA) (www.volvocars.com/us) is a subsidiary of Volvo Car Group of Gothenburg, Sweden (Nasdaq Stockholm VOLCAR B), providing sales, marketing, parts, service, technology, and training support to Volvo automobile retailers in the United States since the 1950s. Operations also include a manufacturing campus in Ridgeville, SC that underlines the company’s long-term commitment to the United States as a key market. In addition, VCUSA maintains offices in California and parts distribution and training centers across the country. More information is available on the Volvo Car USA media website: <http://www.media.volvocars.com/us>

Volvo Cars in 2024

For the full year 2024, Volvo Car Group recorded a record-breaking core operating profit of SEK 27 billion. Revenue in 2024 amounted to an all-time high of SEK 400.2 billion, while global sales reached a record 763,389 cars.

About Volvo Car Group

Volvo Cars was founded in 1927. Today, it is one of the most well-known and respected car brands in the world with sales to customers in more than 100 countries. Volvo Cars is listed on the Nasdaq Stockholm exchange, where it is traded under the ticker “VOLCAR B”.

“For life. To give people the freedom to move in a personal, sustainable and safe way.” This purpose is reflected in Volvo Cars’ ambition to become a fully electric car maker and in its commitment to an ongoing reduction of its carbon footprint, with the ambition to achieve net-zero greenhouse gas emissions by 2040.

As of December 2024, Volvo Cars employed approximately 42,600 full-time employees. Volvo Cars’ head office, product development, marketing and administration functions are mainly located in Gothenburg, Sweden. Volvo Cars’ production plants are located in Gothenburg, Ghent (Belgium), South Carolina (US), Chengdu, Daqing and Taizhou (China). The company also has R&D and design centres in Gothenburg and Shanghai (China).

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Descriptions and facts in this press material relate to Volvo Cars’ international car range. Described features might be optional. Vehicle specifications may vary from one country to another and may be altered without prior notification.

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