

Press Release

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Volvo Cars surpasses 5 million sales in the United States

Swedish automaker reaches milestone as it celebrates 70 years of serving American customers

MAHWAH, NJ (April 3, 2025) – Volvo Car USA has announced the sale of its 5 millionth new car in the United States. This milestone comes as the brand celebrates its 70th anniversary in the market this year, underscoring the company's commitment to sustained growth, safety, and a strong economic footprint in countless communities across America.

The 5 millionth sale, which took place on March 29, 2025, highlights the company's longstanding commitment to the region and reputation as a top choice for consumers. The loyal customer, Erin Taylor, purchased their new 2025 Volvo XC60 from Patrick Volvo Cars in Schaumburg, Illinois — a committed retail partner who has been serving Chicago area customers for more than 30 years.

“Since Volvo Cars first came to America in 1955, we've been committed to providing our customers with a blend of safety, design and performance that truly stands out in the market,” said Michael Cottone, President, Volvo Car USA and Canada. “Having been a part of this brand for nearly 30 years, I am thrilled to see us reach such an important milestone, which serves as a testament to the hard work and dedication of our retail partners and employees. We look forward to continuing our legacy and serving more customers across the country with our diverse lineup of fully electric and hybrid vehicles that fit their lifestyle.”

A rich history in the United States

The journey began in the summer of 1955 when the first Volvo cars arrived in the United States. Swedish-built PV444s were unloaded at the port in Long Beach, California. That year, the company sold 26 cars. Just one year later, in 1956, sales rose to 5,047 cars, and in 1957, Volvo Cars became the second-largest import brand in California. By 1974, the United States had become the company's largest market, showcasing the popularity of Volvo Cars in America.

Today, nearly 70 years later, the sale of Volvo Cars' 5 millionth new car in the United States is a testament to the brand's enduring appeal and commitment to American customers.

A little bit of Volvo in every car

In 1959, Volvo engineer Nils Bohlin first introduced the three-point safety belt to the Volvo PV544 series – an invention that later became the manufacturer's gift to the world when the company waived its patent rights so everyone could benefit from the groundbreaking technology. By 1963, Volvo Cars introduced the three-point safety belt, as standard, to the U.S. market and all markets where the feature was not yet fitted. To date, the three-point safety belt has saved more than 1 million lives – and is estimated to save nearly 15,000 lives per year in the United States alone, according to the National Highway Traffic Safety Administration (NHTSA).

In 1976, the US government chose Volvo cars as the benchmark to set safety standards for all new cars, purchasing a fleet of Volvo 240s for use in extensive crash testing. That same year, Volvo Cars became the first automaker to use the Lambda sensor for exhaust emission control, introducing it with the 200-series of cars in the United States. The innovation was considered an environmental breakthrough, leading to a reduction in harmful emissions by up to 90%. To this day, the Lambda sensor remains an integral part of all modern gasoline-powered

vehicles and was called “the most significant breakthrough ever made in the control of vehicle exhaust emissions” at the time by the California Air Resources Board.

A force for good in the community

Volvo Cars has remained steadfast in its commitments to the U.S. market. As of 2025, Volvo Car USA boasts a dedicated retail network of 281 retailers across 48 states who employ approximately 11,500 people in local communities throughout the country.

In September 2015, Volvo Cars proudly broke ground on its first U.S. production plant located in Ridgeville, South Carolina. Today, the 2.3 million square foot facility employs approximately 2,500 workers across its body shop, paint shop, battery assembly plant, final assembly line, vehicle processing center, and office building. The Ridgeville plant began assembling the S60 premium sedan in 2018 and today assembles its fully electric flagship SUV, the Volvo EX90, for the American market and for export around the world.

As Volvo Cars proudly celebrates selling its 5 millionth new car in the United States, the company's dedication to delivering innovative vehicles to its customers is stronger than ever. With an ongoing legacy of leadership in safety and sustainability, Volvo Cars continues to push the automotive industry forward for the benefit of everyone. The company's diverse portfolio of electrified vehicles and substantial investments in the United States reflect its commitment to American customers for the next 70 years and beyond. Volvo Cars will continue to celebrate its 70th anniversary throughout the year with special incentives, retailer celebrations, and consumer activations. Customers interested in learnings more can reach out to their local retailer or visit volvocars.com/us/l/70th-anniversary/.

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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 U.S. 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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