

Press Release

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Volvo Cars and Bogi Lateiner partner to encourage more women to join the auto industry with a custom-built, 415hp plug-in hybrid Volvo PV544

- All-female build team will create awareness around the need for more women in the auto industry
- “Iron Maven” custom car build merges classic car styling with powerful and efficient plug-in hybrid powertrain
- Final build to be unveiled at 2021 SEMA Show in Las Vegas this November

MAHWAH, NJ (July 14, 2021) – Volvo Cars and celebrity custom car builder Bogi Lateiner have partnered to call attention to the need for more women in the auto industry with a custom, plug-in hybrid car project that merges 1960s style with modern technology, power and efficiency.

Lateiner is the founder and leader of [Girl Gang Garage](#), a network of women committed to increasing gender diversity in the automotive industry. The collaboration highlights Volvo Cars’ dedication to increasing the number of female technicians within its retail network through [accelerated training programs](#) for current automotive technicians, recent graduates and military veterans.

Lateiner and her team of professional and amateur female mechanics, body technicians, painters and welders, alongside a group of talented female technicians in Volvo Cars’ network that are Hybrid-Certified, are merging a 1961 Volvo PV544 coupe with components from a Volvo S60 T8 Recharge Polestar Engineered sedan to create “Iron Maven”: a modern, 415 horsepower plug-in hybrid with classic design. The finished product is scheduled to be unveiled at the 2021 SEMA Show in Las Vegas on November 2.

About Iron Maven

Iron Maven is the third All Female Build from Girl Gang Garage and is also the most complex to date. It represents the largest build of its kind, with more than 150 women participating from around the world. The Volvo Cars Technical Support team, based in both the United States and in Sweden, are assisting the team with select component and system integration.

A ‘barn find’ in the Phoenix, AZ area, the PV544 represents a combination of modest classicism and the company’s heritage. The car will be adapted and updated to accommodate the technologically advanced elements from the S60 T8 Polestar Engineered sedan, including the plug-in hybrid drivetrain – a Drive-E, four-cylinder gasoline engine paired to electric motors. The Polestar Engineered suspension, modern vehicle control systems and the Sensus infotainment system are planned to be integrated into the new car. Major modifications, custom 3D-printed components, by-hand fabrication and technical analyses ensure the final car carries through the essence of classic, current and forward-looking elements and approaches.

Recognizing an Automotive Diversity Gap

According to U.S. Bureau of Labor Statistics [data](#), only nine percent of automotive repair and maintenance positions are held by women, compared to the average gender split of 46 percent women employed in other industries.

The Iron Maven project will bring to life the ongoing focus by Volvo Cars and Girl Gang Garage to spark a change for women in the automotive industry and provide real, lasting career

opportunities.

Volvo Cars is looking to increase the number of its service technicians that are female and offers a series of development programs, scholarships, partnerships and more at training centers across the United States. This includes a 50/50 Gender Neutral Leadership Commitment in recruitment and promotion to leadership positions, as well as a larger focus on supporting the company's transition to a fully electrified lineup of plug-in hybrid and battery electric vehicles. Girl Gang Garage provides a range of year-round classes and events at their primary location in Phoenix along with a collection of virtual and offsite sessions for all skill levels. Volvo Cars and Girl Gang Garage programming as well as the Iron Maven project build also relate to technical, vocational and STEM learning at schools.

"As we look toward the next decade, the automotive industry will see new technologies, embrace electrification, transform its approach to manufacturing and find innovative ways to connect with customers," said Anders Gustafsson, Senior Vice President, Volvo Car Americas and President and CEO, Volvo Car USA. "With these advancements, one of our biggest challenges will be developing a strong, diverse talent pipeline and an inclusive culture to support this transformation. Investing in programs that grow female and minority representation in automotive is critical to the future of our business at Volvo Cars, and the future of the automotive industry at large."

"Both cars in their original form are so unique and each carry their own legacy, and the amount of skill required by our female technicians to combine these two Volvos into one as 'Iron Maven' is nothing short of incredible," said Bogi Lateiner, Founder of Girl Gang Garage. "There are so many incredibly talented women in the industry and there is strong interest when people are given an opportunity like this to learn. It is wonderful to work with Volvo Cars to make this build not only a reality, but also a concrete example of what the power of women working together can make possible."

To learn more about the Iron Maven build construction heading into SEMA 2021, please visit the Girl Gang Garage website [here](#) and follow @bogisgarage and @girlganggarage on social. Information about technical training programs and similar opportunities with Volvo Cars and Girl Gang Garage are available at www.volvocartechs.com and www.girlganggarage.com/classes-events/.

About Volvo Car USA

Volvo Car USA LLC (www.volvocars.com/us), is a subsidiary of Volvo Car Group of Gothenburg, Sweden. VCUSA provides marketing, sales, parts, service, technology and training support to Volvo automobile retailers in the United States. For more information please refer to the VCUSA media website at: <http://www.media.volvocars.com/us>.

About Girl Gang Garage

Girl Gang Garage (www.girlganggarage.com) is a catalyst for gender diversity in the male-dominated automotive industry. In 2016, long-standing TV host and proponent for female empowerment in the trades, Bogi Lateiner began an all-female truck build. The response was overwhelming, highlighting an undeniable need within the industry and want from women at large. She soon partnered with Shawnda Williams, design technologist and strategist, to found Girl Gang Garage. Girl Gang Garage is more than a physical location – it is a living, breathing network of women, ranging from novices to industry veterans, all coming together with the singular goal of growing stronger together and developing new opportunities for the next generation.

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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.

Media Contacts

Russell Datz

National Media Relations Manager
Volvo Car USA LLC
Phone: 8053776063
russell.datz@volvocars.com

Amanda Ignatius

Brand & Lifestyle Communications
Volvo Car USA LLC
Phone: +1 201-768-7300
amanda.ignatius@volvocars.com

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