

Press Release

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Don't watch the ads on game day - you could drive away with a Volvo

(ROCKLEIGH, N.J.) Taking a digital test drive after 6:00PM ET on Sunday, February 3, 2019 could land you in a new all-new Volvo S60 sedan. Using an eligible mobile device, viewers simply need to keep an eye on the S60 for as long as possible, the three who keep their eyes on the car the longest will have completed the longest drive, and the chance to win a Care by Volvo subscription.

Players can visit www.S60LongestDrive.com from an eligible mobile device to start the challenge. Once started, the player must keep their eyes on the car. When the game detects a player looks away – such as to watch a commercial, get something to eat or drink, or just take a break – the drive ends. While people can drive and enter the contest multiple times during the most famous football game of the year, only the three longest drives out of all eligible submissions will win the grand prize.

“Volvo first made waves on football’s biggest night in 2015 with our interception campaign, asking people to nominate who should get a new Volvo on Twitter whenever a car commercial played,” said Bob Jacobs, VP of Marketing, Brand and Communications, Volvo Car USA. “This campaign is an iteration on that. The Volvo S60 symbolizes the belief that you should follow no one and focus on what you think is best. At Volvo, we feel that this approach is better than just running a television commercial, it brings more excitement and engagement to our fans.”

Care by Volvo is the only national flat-rate car subscription program that includes essentially everything except gas. Items such as tire protection, maintenance and even insurance are wrapped up into the subscription. The Care by Volvo subscription term is for 24 months, with an option for customers to change cars as early as 12 months into the agreement.

The all-new S60 is the first Volvo car built in the United States at the company’s manufacturing facility in Ridgeville, South Carolina. A 2019 North American Car of the Year finalist, the S60 brings the best technology and features from the larger 90 series cars into the mid-sized 60 series sedan. It features a luxurious interior, increased levels of space, advanced connectivity, plus Volvo Cars’ latest driver support systems and other safety technology.

For more on Volvo’s The Longest Drive contest, including official rules, regulations, and how to play, visit www.S60LongestDrive.com. Also follow @VolvoCarUSA on Twitter and Instagram, and watch for the hashtag #TheLongestDrive.

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>.

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