

Press Release

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Volvo Cars Help Students Turn Dreams into Reality in South Carolina

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ROCKLEIGH, NJ (October 3, 2018) Volvo Car USA, tennis legend Stan Smith and the Hilton Head Island Concours d'Elegance have partnered with world renown artists and designers to help students pursue their career dreams.

Inspired by the new Volvo XC40 SUV, these creators will use their vision and creativity to turn a limited number of iconic adidas® Stan Smith tennis shoes into one-of-a-kind works of art.

The finished works will be auctioned off to benefit the Driving Young America charitable fund, as part of the #ArtMoves Exhibit at the 2018 Hilton Head Island Concours d'Elegance.

Driving Young America supports students seeking an education to pursue a career in design, engineering, performance, safety, service/repair, restoration, or historic preservation in the automotive industry.

The live auction takes place the evening of Friday, November 2 at the Flights & Fancy Aeroport Gala, which kicks off the weekend's festivities at the Hilton Head Island Airport on Hilton Head Island, SC.

Artists and designers confirmed to participate are Robin Page, Senior Vice President of Design at Volvo Cars; Jay Ward, Creative Director at Pixar Animation Studios; and Jay Shuster, Production Designer at Pixar Animation Studios. Ward and Shuster were heavily involved in the successful Cars and Wall-E movies, respectively.

The auctioned artwork will be on display Saturday, November 3 and Sunday, November 4, alongside new and vintage Volvo cars on the 18th hole of the Port Royal Golf Club.

Concours attendees can learn the stories behind the art and Volvo automobiles from the artists and Volvo designers. Stan Smith will be signing his new book, "Stan Smith: Some People Think I'm a Shoe" and making appearances at the Volvo display throughout the weekend.

The Volvo XC40

The Volvo XC40 is a new member of the Volvo family that expands the bandwidth of the Swedish brand. It is not a change of direction, but the result of focusing on the company's core values of human care and Scandinavian creativity onto a small SUV.

When Volvo previewed the XC40 in Gothenburg, designers explained its relationship to the other cars in the Volvo range through three pairs of shoes. These shoes were from the same brand but with very different expressions.

The largest, most luxurious 90 Cluster cars (XC90 SUV, S90 sedan, V90 wagon) represented by a leather Oxford dress shoe – formal, elegant and timeless.

The 60 Cluster (XC60, S60, V60) was paralleled to a suede brogue – ideal for every scenario, casual or formal and everything in between.

While a pair of white sneakers represented the 40 Cluster (XC40) – clearly the same brand, with the same attention to detail, craftsmanship, and proportions, but with a more expressive and polarizing character.

About Volvo

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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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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