

## Press Release

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# The New Volvo XC40 makes its Cinematic Debut in Warner Bros. Pictures and MGM's Upcoming Motion Picture Event *Tomb Raider*

**ROCKLEIGH, N.J. (March 13, 2018)** - Volvo Car USA is proud to announce that the new Volvo XC40 compact SUV will be seen in the new Warner Bros. Pictures and Metro Goldwyn Mayer Pictures movie event, *Tomb Raider*. The epic action-adventure hits cinemas March 16<sup>th</sup> – just ahead of the local launch of the Volvo XC40.

*Tomb Raider* stars Academy Award winner Alicia Vikander as the young and resolute Lara Croft, who, against the odds and armed with only her sharp mind, blind faith and inherently stubborn spirit, must learn to push herself beyond her limits as she journeys into the unknown. If Lara survives this perilous adventure, it could earn her the name *tomb raider*.

"We're very excited for the Volvo XC40 to have its film debut with *Tomb Raider*," said Bob Jacobs, Vice President, Marketing, Product and Brand Communication, Volvo Car USA. "One of the things we love about the film is Lara Croft's character: bold, surprising and always ready for adventure, just like the Volvo XC40."

The Volvo XC40 is focused on a new expression of Scandinavian design with style, innovative technologies and fun-to-drive characteristics. Whether on a refined city drive or an exhilarating adventure, this fully capable SUV is intuitive to use, a pleasure to drive and beautiful to behold. The car featured in *Tomb Raider* is a UK specification Volvo XC40 White R-Design. For *Tomb Raider* fans looking to get behind the wheel of the car that is seen in the movie, Volvo have created a Lara Croft configuration of the Volvo XC40 online, albeit with the steering wheel on the other side of the car: <https://www.volvocars.com/us/build/suv/xc40/r-design/t5-awd?s=9XGBR>

### About Volvo

Volvo Car USA, LLC, ([www.volvocars.com/us](http://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 *Tomb Raider*

Roar Uthaug (*The Wave*) directs *Tomb Raider*, with Oscar-winner Graham King (*The Departed*) producing under his GK Films banner. The executive producers are Patrick McCormick, Denis O'Sullivan and Noah Hughes. The film also stars Dominic West (*Money Monster*, *300*), Walton Goggins (*The Hateful Eight*, *Django Unchained*), Daniel Wu (AMC's *Into the Badlands*) and Oscar nominee Kristin Scott Thomas (*The English Patient*). The script is by Geneva Robertson-Dworet and Alastair Siddons, story by Evan Daugherty and Robertson-Dworet.

Warner Bros. Pictures and Metro Goldwyn Mayer Pictures present a Square Enix production, a GK Films production, *Tomb Raider*. The film will be distributed by Warner Bros. Pictures, a Warner Bros. Entertainment Company, and Metro Goldwyn Mayer Pictures.

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## Keywords:

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