

## Press Release

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# Volvo Cars and Tablet Hotels open secluded Get Away Lodge in the Swedish mountains

Volvo Cars, the premium car maker, and luxury hotel curator Tablet Hotels are launching a Get Away Lodge in Northern Sweden; a peaceful retreat for people wanting to reconnect with their passions in life.

Launched in conjunction with Volvo Cars' all-weather premium estate, the V90 Cross Country, and part of a bigger campaign promoting work-life balance, the Swedish automaker has teamed up with Tablet Hotels, the original online hotel curator, to offer a one-of-a-kind experience in the snowy serenity of the Swedish mountains.

For an exclusive period of time, people can book the secluded Get Away Lodge, situated just outside the buzzing winter sports village of Åre in Jämtland County, Northern Sweden. The traditional-looking mountain lodge has been newly renovated and carefully furnished with a mix of Scandinavian design and mindfulness.



A brand new Volvo V90 Cross Country is included in the package. The all-road, all-weather premium estate comes with permanent All Wheel Drive, extended ground clearance and state of the art driver assist and safety systems – perfect for exploring the scenic surroundings, the outdoor activities available nearby, and the two-star Michelin restaurant Fäviken Magasinet.

“Our research shows that around the globe, six out of ten people want to spend more time outdoors, not at the office. We want to encourage people to reprioritize and reconnect with their

forgotten passions. The lodge is the perfect location for anyone who wants to escape for a few days to discover the elusive work-life balance we have all heard of,” says Björn Annwall, Senior Vice President, Global Consumer Experience at Volvo Car Group.

Surrounded by snowy mountains, deep woods and beautiful rivers, the exclusive lodge features a bedroom for two, a fully-equipped kitchen with a stunning, panoramic view over Åreskutan mountain and a living room with a large fireplace. There is also a dining room, a study and a yoga and contemplation room – complete with yoga mats, incense burners and candles. A large equipment room holds a vast variety of winter sports gear – such as skis, warm winter clothes and snow shoes. Perfectly in line with the Volvo brand, the destination offers the ultimate Swedish luxury experience.

A 24/7 hotline/concierge service will assist the residents in making dinner reservations, recommend outdoor adventures and make sure that the torches outside the lodge are lit every night.

“Cars and hospitality are a great match, as both involve working hard to make the result look easy — and this is an illustration of when the magic happens,” says Laurent Vernhes, Tablet co-founder and CEO. “Volvo has created the kind of truly special hotel experience that our fans crave. I’m going to work on making sure that the Get Away Lodge is only the first of many!”

#### **Note to Editors:**

For more images and reservations of the Get Away Lodge, please visit [this website](#).

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#### **Volvo Car Group in 2015/16**

*For the 2015 financial year, Volvo Car Group recorded an operating profit of 6,620 MSEK (2,128 MSEK in 2014). Revenue over the period amounted to 164,043 MSEK (137,590 MSEK). For the full year 2016, global sales reached a record 534,332 cars, an increase of 6.2 per cent versus 2015. The record sales and operating profit cleared the way for Volvo Car Group to continue investing in its global transformation plan. Full financial results for 2016 will be announced in February.*

#### **About Volvo Car Group**

*Volvo has been in operation since 1927. Today, Volvo Cars is one of the most well-known and respected car brands in the world with sales of 534,332 cars in 2016 in about 100 countries. Volvo Cars has been under the ownership of the Zhejiang Geely Holding (Geely Holding) of China since 2010. It formed part of the Swedish Volvo Group until 1999, when the company was bought by Ford Motor Company of the US. In 2010, Volvo Cars was acquired by Geely Holding.*

*As of December 2016, Volvo Cars had around 30,000 employees worldwide. Volvo Cars head office, product development, marketing and administration functions are mainly located in Gothenburg, Sweden. Volvo Cars head office for China is located in Shanghai. The company's main car production plants are located in Gothenburg (Sweden), Ghent (Belgium), Chengdu and Daqing (China), while engines are manufactured in Skövde (Sweden) and Zhangjiakou (China) and body components in Olofström (Sweden).*

#### **Keywords:**

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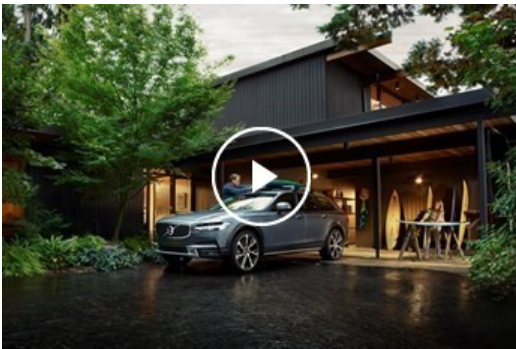
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