

## Press Release

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# Volvo Showcases the All-New S90 Through the Inspirational Words of Walt Whitman in New North American Campaign

MEDIA ALERT - AUGUST 31, 2016

### **VOLVO SHOWCASES THE ALL-NEW S90 THROUGH THE INSPIRATIONAL WORDS OF WALT WHITMAN IN NEW NORTH AMERICAN CAMPAIGN**

Volvo has launched its North American campaign for the new S90 sedan, celebrating those who follow their own paths. The opening film draws inspiration from the words of the legendary American poet, Walt Whitman, and his "Song of The Open Road."

Narrated by the actor Josh Brolin, who brings sincerity and intensity with his voice, the story follows a writer searching for inspiration away from the confines of indoor spaces. The open road offers the writer the opportunity to go somewhere new and experience new influences.

"We're delighted by the buzz the S90 has created. It's a beautiful car, thoughtful and thought through with Volvo's unique Scandinavian design," said Bodil Eriksson, Vice President, Product, Marketing, Communication. "We love the simple beauty of the Walt Whitman poem and find it, and the intriguing production, a perfect match to our car."

The campaign for the S90 is the next installment of Volvo's "Our Idea of Luxury" theme, first introduced in 2015 with the XC90 model. The campaign story and related elements will be featured across a variety of platforms, including television, radio, print, social, and digital, during 2016 and beyond. To learn more about the Volvo S90, please visit [www.volvocars.com/us](http://www.volvocars.com/us).

#### **Campaign Credits:**

Client: Volvo Car USA

Bodil Eriksson, Vice President, Product, Marketing, Communication

John Militello, Director, Marketing

Campaign: Open Road

Creative Agency: Grey NY

Music composer: Dan Romer

Director of photography: Jeff Cronenworth

Director: Niklas Larson

Media Buying Agency: Mindshare

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#### **About Volvo**

Volvo Car USA, LLC, ([www.volvocars.com/us](http://www.volvocars.com/us)) is part of the 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>.

## Keywords:

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