

Press Release

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The All-New Volvo XC90 T8 Twin Engine: Powered By Gas, Electricity, and Other Vehicles

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Volvo Cars strives to always look beyond, aiming to bring about world-changing advancements through human-centric designs. Highway Robbery <http://volvocars.us/VolvoXC90highwayrobbery>, Volvo's newest project, aims to spark engagement and conversation worldwide about how to innovatively create new paths toward a future that is both cleaner and more powerful.

The unique campaign, hosted in Southern California in late March, proves power truly can come from unexpected places, with the all-new XC90 T8 Twin Engine taking the title as the first plug-in hybrid vehicle to be powered by gas, electricity...and other vehicles. Over the course of two days, Volvo, together with its advertising agency, Grey New York, used a custom peristaltic pump placed over the roadway that, when vehicles drove over it, generated electricity to fuel the nearby charging station – and the XC90 T8 connected to it.

“The all-new Volvo XC90 T8 proves that great power can come from anywhere, from traditional engines to electric motors, and beyond,” said John Militello, Director of Marketing, Volvo Car USA. “Highway Robbery is yet another way we are able to showcase our thinking not just about our cars, but how they can affect the world around them. We’re posing big questions as we seek out new, fresh ways about how and where we can enable the future of driving.”

As the world's first plug-in hybrid, seven-seat SUV, and a combination of 400 horsepower and a 53 MPGe EPA rating, the XC90 T8 offers power and efficiency without compromise, all at a starting MSRP of \$68,100. For more information on ordering the XC90 T8, please visit www.volvocars.com/us or your local Volvo retailer.

About Volvo

Volvo Car USA, LLC, (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>.

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