

## Press Release

Sep 10, 2012 | ID: 45705

# Your Dream Road Trip is a Pin Away With Volvo

**ROCKLEIGH, N.J. (Sept. 10, 2012)** -- Volvo Cars of North America (VCNA) today announced the launch of a new Pinterest-based promotion, Volvo Joyride. The new campaign is the first for the company on the social media platform and serves as the official launch of their [Pinterest channel](#).

Today through Sept. 26, pinners can create a pinboard named "[Volvo Joyride](#)" and pin the Volvo S60 T5 AWD, along with their favorite road trip destination, road trip stops and attractions, road trip outfits, songs, and any other items that make up their ideal trip. Three winners will be selected with the most re-pins, likes and comments to have their dream road trip become a reality.

The three winners will win the following:

- One (up to) four-day lease of a Volvo S60 T5 AWD
- A two-night stay at a hotel in their chosen destination city
- One \$250 gas gift card
- One \$250 gift card for food and beverage
- One \$250 clothing retailer gift card
- One \$50 music gift card

"We are one of the first luxury auto manufacturers to develop a dedicated campaign to reach the ever-growing Pinterest audience," said Linda Gangeri, VCNA's manager, marketing platforms and technologies. "This is another example of our continued efforts to create exciting, content-driven campaigns which allow our consumers to interact with the brand across our digital platforms."

The Volvo S60 T5 AWD is an ideal vehicle for a road trip. New for 2013, Volvo's All-Wheel Drive with Instant Traction is available on the award-winning S60 T5. Providing the best possible grip in all situations - on wet, slippery or completely dry roads - All-Wheel Drive with Instant Traction can be added to any S60 T5 as a stand-alone \$2,000 option.

For more information on the Volvo Joyride Pinterest campaign, please visit:

<http://www.youtube.com/watch?v=f0Gb9BsbP1I>

To view the complete rules and regulations, please visit: <http://www.volvojoyride.com/>

### About Volvo

Volvo Cars of North America, LLC, ([www.volvocars.com/us](http://www.volvocars.com/us)) is a subsidiary of Volvo Car Corp. of Gothenburg, Sweden. VCNA provides marketing, sales, parts, service, technology and training support to Volvo automobile retailers in the United States. For more information please refer to the VCNA media website at: <http://www.volvocars-pr.com/>, and follow Volvo's blog at: <http://www.volvoblog.us/>.

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## Keywords:

Old S60, Press Releases, 2013

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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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