

Press Release

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Going to the Chapel...in a Volvo S60

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Volvo's "Journey to the Wedding" Online Promotions Offer Twilight Saga Fans a Chance to Win Premiere Tickets, a Brazilian Getaway or a Volvo S60 R-Design

Fans can enter Volvo's Facebook contest for a chance to win tickets to the premiere of Summit Entertainment's "The Twilight Saga: Breaking Dawn - Part 1" and can play the online game for the chance to win a Brazilian getaway and Edward's Volvo S60 R-Design at <http://www.journeytothewedding.com/>

ROCKLEIGH, N.J.(Oct. 19, 2011) - Volvo is inviting *Twilight Saga* fans to the wedding of the century with two online promotions in conjunction with the release of Summit Entertainment's *The Twilight Saga: Breaking Dawn - Part 1*, opening in theaters on November 18.

Participants can register to play Volvo's online game, "Journey to the Wedding," for a chance to win a trip for two to Rio de Janeiro, which includes a stay in the same luxurious house where Edward and Bella spent their honeymoon. The lucky winner will also take home the actual 325 HP Volvo S60 R-Design that Edward drove in the fourth installment of the film franchise. With a perfect marriage of style and substance, Volvo's S60 R-Design features best-in-class acceleration, performance and fuel efficiency, making it Volvo's most dynamic and sporty model.

For the second game, "What Would You Wear?" fans are invited to submit photos or drawings of what they would wear to Edward and Bella's wedding on Volvo's Facebook page (www.facebook.com/VolvocarsUS). The person who submits the entry with the most votes will win two tickets to attend the world premiere of *The Twilight Saga: Breaking Dawn - Part 1* in Los Angeles on November 14. Volvo will also provide the winner with two round-trip airline tickets to Los Angeles, two nights of hotel accommodations, and \$500 spending money (visit www.facebook.com/VolvocarsUS for official rules and complete details).

"It's not often wedding guests are the ones to receive the gifts, but one lucky fan will drive away happily ever after in a Volvo S60 R-Design, just like Edward and Bella," said John Maloney, vice president of marketing and product planning for Volvo Cars of North America. "The Volvo S60 R-Design is the most powerful Volvo ever and safe enough to protect Edward and Bella; and now one *Twilight Saga* fan will experience the same dynamic driving experience designed around them."

How Volvo's "Journey to the Wedding" Game Works

Beginning October 15, players (ages 13 and up) can register at <http://www.journeytothewedding.com/> to play the interactive game. In the game, fans make their way to the wedding of Edward and Bella by completing a series of three challenges. The player who finishes the final challenge in the shortest amount of time will win the game. Volvo will announce the winner on or about November 28.

In addition to the game, fans will want to visit the website's online photo gallery for photos of Edward and Bella and learn more about Edward's Volvos, including the Volvo C30, Volvo XC60, and Volvo S60. Fans can also learn more about the game on [Volvo's Facebook page](#) and [Twitter account](#).

Fans who don't win the online game but still want their own Volvo S60 R-Design can visit a local

Volvo retailer or go to www.volvocars.com/us to build their own. Edward's S60 T6 R-Design is all-wheel drive with an automatic transmission and features Saville Grey metallic exterior, off-black leather interior, 18-inch diamond-cut Xion alloy wheels, sport chassis, active dual Xenon headlights, rear spoiler, climate package, multimedia package, BLIS (Blind Spot Information System) and keyless drive.

The next chapter of "The Twilight Saga" will be released as two separate films with the first of the two - "The Twilight Saga: Breaking Dawn - Part 1" - slated to be released in theatres on November 18, 2011 and the second coming to theatres on November 16, 2012. Academy Award® winner Bill Condon directed both films starring Kristen Stewart, Robert Pattinson and Taylor Lautner. In "The Twilight Saga: Breaking Dawn - Part 1", Bella (Stewart) and Edward (Pattinson), plus those they love, must deal with the chain of consequences brought on by a marriage and honeymoon, and the tumultuous birth of a child... which brings an unforeseen and shocking development for Jacob Black (Lautner). With more of the romance, passion, intrigue and action that made "Twilight", "The Twilight Saga: New Moon" and "The Twilight Saga: Eclipse" worldwide blockbusters, "The Twilight Saga: Breaking Dawn - Part 1", based on Stephenie Meyer's bestselling book series, begins the conclusion of the tale of vampire love, boundless friendship, acceptance, and finding your true self. The project, based on the fourth novel in author Stephenie Meyer's Twilight series, is written by Melissa Rosenberg with Wyck Godfrey, Karen Rosenfelt and Stephenie Meyer producing.

About Volvo

Volvo Cars of North America, LLC, (www.volvocars.com/us) is a subsidiary of Volvo Car Corporation of Gothenburg, Sweden. VCNA provides marketing, sales, parts, service, technology and training support to Volvo automobile retailers in the United States, and oversees Volvo operations in Canada. 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/>.

About Summit Entertainment, LLC

Summit Entertainment, LLC is a worldwide theatrical motion picture development, financing, production and distribution studio. The studio handles all aspects of marketing and distribution for both its own internally developed motion pictures as well as acquired pictures. Summit Entertainment, LLC also represents international sales for both its own slate and third party product. Summit Entertainment, LLC releases on average 10 to 12 films annually.

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