

Press Release

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DREAM CAR + DREAM VACATION: DISCOVER VOLVO'S OVERSEAS DELIVERY PROGRAM

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Create and Submit an Ideal Vacation at www.CarPlusVacation.com and Enter to Win a Trip for Two to Sweden

ROCKLEIGH, N.J. (April 29, 2010) - For years, Volvo Cars of North America's (VCNA) Overseas Delivery Program has offered car buyers an unforgettable way to pick up their new vehicle, an opportunity to save money on their car and a free trip to Sweden. For the second year in a row, VCNA along with Visit Sweden and the West Swedish Tourist Board have launched <http://www.carplusvacation.com/> to offer visitors a chance to win a dream trip for two to West Sweden.

Through July 1, Volvo owners and non-Volvo owners can visit the website to register for the sweepstakes. There, they can use the site's trip planner to create their dream itinerary while exploring the pristine lakes, blissful countryside, quiet wilderness and exciting cities West Sweden has to offer. By submitting their itinerary, visitors will be automatically entered in a sweepstakes where the winner will receive a one week trip for two to West Sweden complete with airfare provided by Scandinavian Airlines, accommodations, meals, and activities, as well use of a Volvo car, to make for a trip of a lifetime.

"Volvo was born in West Sweden and we are still firmly rooted in the city of Gothenburg, considered the gateway to the region and the home to where most of our cars are manufactured," said Anders Robertson, manager of VCNA's Overseas Delivery and Vehicle Programs. "Volvo buyers have long enjoyed our Overseas Delivery Program. Now, through the <http://www.carplusvacation.com/> contest, we offer all potential customers an unforgettable experience unlike any in the car industry."

"West Sweden offers travelers a wide set of unforgettable memories," said Ann-Charlotte Carlsson of the West Sweden Tourist Board. "Here you can experience everything from lobster safaris to fine dining at Michelin starred restaurants, exquisite landscapes and exciting nightlife. We are excited to have teamed up with Volvo Cars and VisitSweden for this exciting contest."

To enter, visit <http://www.carplusvacation.com/> through July 1.

Volvo Overseas Delivery Program - How it Works

Through Volvo's Overseas Delivery Program, individuals guarantee themselves a free trip to Sweden with the purchase of a new Volvo car. Volvo provides two complimentary airline tickets to Gothenburg, where the customer picks up their new car directly from the Volvo factory. Then, they can head out on a European road trip and simply drop off the car and Volvo will ship it to the United States for free.

- 1. Visit your nearest Volvo retailer to [test drive](#) and find your perfect Volvo.
- 2. Order the Volvo of your choice through the Overseas Delivery Program from your [local retailer](#).
- 3. Enjoy two complimentary airline tickets to Gothenburg from Scandinavian Airlines.

- 4. Pick up your new Volvo at the Gothenburg Factory Delivery Center. Your new car will be registered for your stay in Europe with insurance for 15 days and the protection of the [Volvo On Call Service](#).
- 5. Test your Volvo out on the roads of West Sweden, either with one of the program's spectacular tours or on your own. Then head anywhere you please in Europe.
- 6. Drop off your Volvo in Gothenburg or any official drop-off location. Volvo will ship it to you and take care of all the problems that make importing a car difficult, from excise taxes to import duties.

For additional information about the [Volvo Overseas Delivery](#) Program, please visit www.volvocars.us/mybagsarepacked. For more information on Sweden and West Sweden, please visit <http://www.visitsweden.com/> and <http://www.westsweden.com/>.

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 on the entire Volvo product lineup please refer to the VCNA media website at: <http://www.volvocars-pr.com/>, and follow Volvo's blog at: <http://www.volvoblog.us/>.

Media: Kristin Heinmets, Haberman
612-372-6458, Kristin@modernstorytellers.com

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