

## Press Release

Dec 02, 2009 | ID: 31268

# "TWILIGHT" VAMPIRE EDWARD CULLEN'S VOLVO XC60 STANDS IN AT L.A. AUTO SHOW

## "TWILIGHT" VAMPIRE EDWARD CULLEN'S VOLVO XC60 STANDS IN AT L.A. AUTO SHOW

ROCKLEIGH, N.J.(Dec. 2, 2009) - Volvo is giving fans a chance to experience *The Twilight Saga: New Moon* up close and personal at this year's L.A. Auto Show, December 4-13 at the Los Angeles Convention Center. Just like the exciting XC60 seen in "Twilight," fans who visit the Volvo booth (booth # W-307) will be able to see, smell, touch and take pictures with a replica of vampire Edward Cullen's sexy Volvo crossover.

"*Twilight* fans are some of the most enthusiastic around, and Volvo is happy to provide them with another chance to connect with the movies and books they love," said Doug Speck, President and CEO of Volvo Cars of North America. "Just like Edward, the XC60 is powerful, striking and offers unrivaled protection."

As in the movie, this Volvo XC60 is complete with a Saville Grey metallic exterior, a sandstone beige/espresso interior, a cream leather steering wheel, 19-inch Achilles diamond cut wheels and exterior accessories such as side scuff plates, a front bumper bar and rear skid plates.

Fans are welcome to try their luck at winning a *Twilight* poster by correctly answering trivia questions about Volvo and its 2010 model lineup. Up to 4,500 posters are up for grabs.

Also at the L.A. Auto Show, Volvo will host the North American debut of the new XC60 R-Design. Showgoers will also have the opportunity to see the exciting S60 Concept car and the redesigned 2011 C30 hatchback and C70 convertible.

Fans who want their own Volvo XC60, just like the one Edward drives, can visit a local Volvo retailer or go to [www.volvocars.com/us](http://www.volvocars.com/us) and build their own.

The Los Angeles Convention Center is located at 1201 S. Figueroa Street.

### About Volvo

Volvo Cars of North America, LLC (VCNA) is a subsidiary of Volvo Car Corporation of Göteborg, 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.

[www.volvocars.com/us/](http://www.volvocars.com/us/)

Media: Justin Theodotou, Haberman  
612-372-6468, [justin@modernstorytellers.com](mailto:justin@modernstorytellers.com)

### Keywords:

Volvo XC60, Press Releases, 2010, Product News

---

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.

## Related Images



[More Images >](#)

[media.volvocars.com >](https://media.volvocars.com)

[volvocars.com >](https://volvocars.com)

Copyright © 2025 Volvo Car Corporation (or its affiliates or licensors).