

Press Release

Apr 25, 2007 | ID: 11434

VOLVO REVEALS LOCATION OF THIS YEAR'S BURIED TREASURE: THE BOTTOM OF THE DEEP BLUE SEA

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Volvo Car Corporation Sinks Treasure Chest Filled with \$50,000 in Gold and Key to New XC90 "Somewhere in the World" and Gets Ready to Launch Online Treasure Hunt, May 4

(IRVINE, Calif., April 25, 2007) - Ahoy, raise the main sail, mates! "Somewhere in the World," Volvo Car Corporation has sunk real-life treasure - a chest filled with \$50,000s worth of gold doubloons plus a key to a brand new Volvo XC90 - and will soon be taking would-be pirates on a virtual high seas adventure to find it. Volvo's online treasure hunt, inspired by *Pirates of the Caribbean: At World's End*, starts May 4 simultaneously in 22 countries.

Last summer, Volvo embarked on its official partnership with Disney's *Pirates of the Caribbean* movie franchise by launching a global online treasure hunt for a buried Volvo XC90 V8. The hunt, like the movie, was a huge success and drew more than 100,000 participants from around the world. This year, with more countries participating and even more booty at stake, Volvo's hunt promises to be bigger and better, with more than 6,000 treasure hunters already pre-registered.

"We had such a great response to the hunt last year that we really did feel the pressure to come up with something equally cool and attention grabbing this year," said Linda Gangeri, national advertising manager for Volvo Cars of North America. "So, yes, we really did sink a treasure chest to the ocean floor filled with gold and the key to a new Volvo. It's sitting there right now just waiting to be found."

Volvo will release more details about the hunt May 3. All pirates, swashbucklers and scallywags are invited to register now at <http://volvocars.us/thehuntsignup.html>.

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Top unofficial Volvo treasure hunt blogs:
Thehunt07.spaces.live.com
<http://prometheusdigital.com/potc3>

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Keywords:

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