

Press Release

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XC90 Goes To The Movies For The Holidays

Volvo's Cinematic Spot to Light Up Screens in 70% of the Nation's Theaters

Irvine, CA (Oct. 30, 2002) - Volvo Cars of North America announces it will introduce its highly anticipated first SUV - the 2003 XC90 - in cinematic advertising featuring sea monsters, unicorns, and the King of Rock & Roll. The "Sightings", a 60 second spot produced exclusively for movie theaters, will launch November 1st.

The Volvo spot will be the sole automotive advertisement appearing in theaters during its run, which ends December 31. The holiday season is traditionally a prime time for moviegoers and the Volvo screenings that lead-in to the feature films position the XC90 storyline in front of an estimated 125 million viewers.

Earlier this month the XC90 was named Motor Trend 2003 SUV of the Year and is expected to be among the most popular model introductions in the company's 75-year history. U.S. consumers have already pre-ordered more than 6,000 units, even though the XC90 will not arrive to retailers until later next month.

"We wanted to distinguish ourselves from the advertising hustle and bustle over the airwaves this time of year," said Jim Borsh, National Advertising Manager for Volvo Cars of North America. "With cinematic advertising we have our target audience in a attentive setting looking to be entertained and informed."

"Sightings" features a family of four on a back country trip in their Volvo XC90. During a montage through scenic waterways and forests, members of the family experience glimpses of notable myths and legends - highlighting the Loch Ness Monster, a Unicorn, and even Elvis Presley.

The sequence culminates with a voice-over announcing, "To the list of things you always hoped you'd see, add one more. An SUV from Volvo." The spot concludes with a listing of innovative safety features introduced in the XC90, which includes five industry firsts. The ad was produced by Euro RSCG MVBMS Partners of New York.

"Creatively, we wanted to communicate a simple message: Volvo now has an SUV," Borsh added. "Because this ad will only be shown in theaters, we also wanted to give it a cinematic quality that you won't find in a television spot. That is why we feature a lot of the fantasy and family elements that moviegoers also will see this year in new releases such as 'Harry Potter,' 'Lord of the Rings,' 'Star Trek Nemesis', James Bond and others."

"During the past few years Volvo has pioneered new ways of communicating with customers, the AOL launch of the S60 being one. "Sightings" for the Volvo XC90 further emphasizes our commitment to venture down innovative roads with our communication. Today's competitive marketplace requires a different mindset, a smarter and bolder approach, in order to get on the consumer's radar screens," said Thomas Andersson, Executive VP of Marketing for Volvo Cars of North America.

Phase Two of XC90 Advertising begins January 1, 2003 and will focus on product differentiation and XC90 reviews. Made-for-TV spots will air on key national cable networks and network affiliate commercial stations in the nation's Top 20 Markets. In addition, print advertising will roll out in top-tier consumer magazines and national newspapers.

For watching the movie, please visit our AV library.

<http://www.volvocars-pr.com/index.asp?par=newsroom&pag=av&lang=1&flash=0>

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