

## Press Release

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# Volvo Cars launches ‘Our Volvo Story’ campaign and sweepstakes to celebrate 70 years of impact in the United States

- 70 Years of your stories – From life milestones to lifelong careers, ‘Our Volvo Story’ highlights personal stories from retailers, customers, employees and more that have shaped the Volvo Cars’ legacy in the United States since 1955.
- Chance to create your Volvo Story – Anyone can enter the “My Volvo EX90 Story” Sweepstakes to create your own Volvo story and get a chance to win your dream all-electric Volvo EX90.
- Celebrate your way – Fans of the brand can use the 70 Years in the United States social media generator to create their own Volvo Cars anniversary post with iconic bumper stickers from the last seven decades.

**MAHWAH, NJ** (July 22, 2025) – In honor of Volvo Cars’ 70th anniversary in the United States, the Swedish automaker is launching [“Our Volvo Story”](#) — a campaign that pays tribute to the employees, retailers, technicians, and loyal customers who have defined the brand’s legacy in America. Seven decades ago, the first Volvo, a PV444, was unloaded in the United States at a port in Long Beach, California. With today’s electrified lineup, Volvo Cars continues to be driven by its commitment to people-first design, technological innovation, and a safer, more sustainable future.

The [“Our Volvo Story” microsite](#) features stories from long-standing retailers who have passed the family businesses down through generations, technicians who’ve worked on every model through the seven decades, and employees who work alongside family members and entrust Volvo Cars with their own most precious cargo. Together, these individuals have shaped a story rooted in people, safety, and innovation. Their loyalty, often spanning decades, has helped to build a community united by shared values and lasting connections. Long-form versions of these stories and others will premiere over the coming weeks, leading up to the 70th anniversary this September.

“Everyone has a Volvo story and this is about honoring the people who have been a part of our journey, from families who have passed down their Volvo through generations, to the employees and retailers who have helped shape the brand,” said Luis Rezende, President, Volvo Car Americas. “As we celebrate 70 years and the impact we’ve had in the United States, we’re excited to invite consumers to create their own Volvo story with a chance to win a new Volvo EX90— assembled right here in South Carolina. This celebration is not just about where we’ve been but about honoring the people who’ve been with us along the way, and where we’re going next.”

### **A chance to create your own Volvo story with a new Volvo EX90**

Volvo Cars is inviting the public to become part of the next chapter through the My Volvo EX90 Story Sweepstakes. From July 22 to September 8, 2025, participants can enter for a chance to win a brand-new luxury Volvo EX90 — the company’s flagship fully electric SUV — and start a Volvo story of their own.

Sweepstakes participants can choose from three designs of the Volvo EX90 for a chance to win:

- “Classic Luxury” – Twin Motor Performance Ultra in Mulberry Red
- “Scandinavian Calm” – Twin Motor Performance Plus in Denim Blue
- “Nordic Cool” – Twin Motor Performance Ultra in Vapour Grey

To enter, visit [www.MyVolvoEX90story.com](http://www.MyVolvoEX90story.com).

### Sharing on social for endless memories

To continue the celebration, Volvo Cars has also launched a 70 Years in the United States social media generator – a way to mark this milestone with a personalized digital poster. Visitors can use the highlights of their own Volvo story to generate a personalized anniversary post using digital bumper stickers inspired by Volvo Cars' legacy in the United States, from groundbreaking safety innovations to everyday adventures.

Try it now at [www.70yearsgenerator.com](http://www.70yearsgenerator.com).

Everyone has a Volvo story — now it's your turn to share yours.

### Small Print

- NO PURCHASE NECESSARY TO ENTER OR WIN. Open only to legal residents of the 48 US/DC, 18 years of age and older with a valid driver's license. Void in AK, HI & where prohibited. Sweepstakes starts at 9:00 a.m. ET on 7/22/25 and ends at 11:59:59 p.m. ET on 9/8/25. Subject to Official Rules, including how to enter, prize details, odds, and restrictions, click [here](#). Sponsor: Volvo Car USA LLC, 1800 Volvo Place, Mahwah, NJ 07430.

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### **About Volvo Car USA**

Headquartered in Mahwah, New Jersey, Volvo Car USA LLC (VCUSA) ([www.volvocars.com/us](http://www.volvocars.com/us)) is a subsidiary of Volvo Car Group of Gothenburg, Sweden (Nasdaq Stockholm VOLCAR B), providing sales, marketing, parts, service, technology, and training support to Volvo automobile retailers in the United States since the 1950s. Operations also include a manufacturing campus in Ridgeville, SC that underlines the company's long-term commitment to the United States as a key market. In addition, VCUSA maintains offices in California and parts distribution and training centers across the country. More information is available on the Volvo Car USA media website: <http://www.media.volvocars.com/us>

### **Volvo Cars in 2024**

For the full year 2024, Volvo Car Group recorded a record-breaking core operating profit of SEK 27 billion. Revenue in 2024 amounted to an all-time high of SEK 400.2 billion, while global sales reached a record 763,389 cars.

### **About Volvo Car Group**

Volvo Cars was founded in 1927. Today, it is one of the most well-known and respected car brands in the world with sales to customers in more than 100 countries. Volvo Cars is listed on the Nasdaq Stockholm exchange, where it is traded under the ticker "VOLCAR B".

"For life. To give people the freedom to move in a personal, sustainable and safe way." This purpose is reflected in Volvo Cars' ambition to become a fully electric car maker and in its commitment to an ongoing reduction of its carbon footprint, with the ambition to achieve net-zero greenhouse gas emissions by 2040.

As of December 2024, Volvo Cars employed approximately 42,600 full-time employees. Volvo Cars' head office, product development, marketing and administration functions are mainly located in Gothenburg, Sweden. Volvo Cars' production plants are located in Gothenburg, Ghent (Belgium), South Carolina (US), Chengdu, Daqing and Taizhou (China). The company also has R&D and design centres in Gothenburg and Shanghai (China).

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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.

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