

Press Release

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Volvo Cars is now the Official Luxury Vehicle of the Boston Red Sox

2025 season kicks off five-year partnership with the storied baseball team

MAHWAH, NJ (June 9, 2025) – Volvo Cars is now the Official Luxury Vehicle of the Boston Red Sox as part of a new, five-year partnership with the storied baseball team. The collaboration marks an exciting chapter for both iconic names, reinforcing shared values of community and connection.

As Volvo Cars celebrates 70 years in the United States, the Swedish luxury automaker continues to deepen its roots in communities it has been a part of for decades. Boston is one of the company's first and most important markets. Fenway Park, a beloved symbol of New England culture and a historic gathering place for fans of America's favorite pastime, now also serves as a key touchpoint for Volvo, which has had a presence in the region almost since the brand first came to America in 1955.

Starting this season, Red Sox fans will see a Volvo logo featured prominently on the center field garage door during all regular-season home games. Just as Volvo is redefining the road ahead with its growing lineup of fully electric vehicles, the automaker is also presenting the Electric Play of the Game—an in-game feature on WEEI radio, highlighting the standout play of the game—connecting fans to the action in dynamic new ways. Through this strategic brand placement, Volvo is helping fans transition seamlessly from the iconic experience of Fenway to the luxurious experience of driving a Volvo.

“As a company with a 70-year legacy in the U.S., partnering with one of America's most iconic baseball teams in one of our most established markets was a perfect opportunity,” said Brett Lyons, Head of the Northeast Region, Volvo Car USA. “Aligning with the Boston Red Sox allows us to connect with an engaged and loyal customer base, while deepening our roots in the region and creating memorable experiences that reflect the shared values of both brands.”

Boston Red Sox 2025 season ticket holders will be eligible to receive a special Affinity discount towards the purchase or lease of select Volvo vehicles, worth up to \$1,000*.

“We are excited to welcome back Volvo Cars as the Official Luxury Vehicle of the Boston Red Sox,” said Troup Parkinson, Chief Marketing and Partnerships Officer, Boston Red Sox. “With a long-standing presence in New England and a legacy of innovation and craftsmanship, Volvo Cars is a natural partner for our organization. Through the premium hospitality experience of the Volvo Cars Royal Rooters Club, this partnership reflects our shared commitment to excellence and delivering memorable moments for Red Sox fans.”

Fans can further elevate their game-day experience at the Volvo Cars Royal Rooters Club, a premier hospitality space located on the second level of Fenway Park and steeped in Red Sox and baseball history with a rotating collection of memorabilia. Blending modern luxury with the ballpark's storied charm, the club offers food and beverage service and a private bar. This premium space celebrates both Volvo's Scandinavian design and the vibrant fan culture of the Boston Red Sox, creating a one-of-a-kind hospitality experience that reflects the ongoing partnership between the Red Sox and Volvo.

This collaboration rekindles a partnership that first began in 2003. As the partnership continued, Volvo commemorated the Red Sox's 2007 championship season with a limited-edition vehicle in 2008. One hundred seven Volvo C30 hatchbacks were produced, representing 107 of the team's victories that season. These unique vehicles featured special badging and numbered dash plaques authenticated by Major League Baseball, making them coveted collectibles among fans and car enthusiasts alike. Details can be found [here](#).

Small Print

** Restrictions apply. Eligible only to 2025 Red Sox Season Ticket holders and a designated sponsee. Red Sox Season Ticket holders may sponsor up to one (1) Volvo PIN. Offer valid through December 1, 2025.*

Available toward the purchase or lease of select new 2025, 2025.5 or 2026 Volvo. Service Loaners/Courtesy Vehicles and Retailer Demonstrators are also eligible. Volvo Car USA LLC (Volvo Cars) reserves the right to exclude or modify model or trim eligibility at any time.

Must take new retail delivery within 90 days of PIN creation date. Only one (1) Volvo PIN allowed per vehicle. Limit one (1) personal Volvo PIN and one (1) sponsored Volvo PIN per participant per year. The Authorized Volvo Cars retailer determines final sale price, base MSRP does not include packages, options, destination charge, port installed accessories or dealer accessories (if applicable). Purchase Bonus, Lease Bonus, Loyalty Bonus, Conquest Bonus and/or Volvo Allowance when and if available are subject to change at any time and may vary from month to month and may differ based on geographic location.

Not compatible with other A-Plan by Volvo or Public Affinity Offer PINs. Volvo Car USA LLC (Volvo Cars) reserves the right to discontinue this offer at any time without notice. Vehicles may be shown with optional equipment at an additional cost. European specification vehicles may be shown. See Volvo Car retailer for complete details and eligibility.

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About Volvo Car USA

Headquartered in Mahwah, New Jersey, Volvo Car USA LLC (VCUSA) (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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