



Press information

Volvo Trucks does reality TV: Artist Mapei tests life on the road

Volvo Trucks continues with original marketing, this time through reality TV with the artist Mapei. During a nine-day road-trip through Europe, she will record a new music video with director Liza Minou Morberg. To help them, they have a Volvo truck filled with props and one of the world's best drivers. The result can be seen in the TV series 'Reality Road'.

"With 'Reality Road' we want to show the strength of our service offerings," says Per Nilsson, Director Public Relations Volvo Trucks. "For a truck to stay on the road, the services that are linked to it are just as important as the vehicle itself. At the same time, we want to produce TV entertainment that attracts a wider audience. As far as I know, no other company has used reality TV for marketing purposes," he says.

Accompanying Mapei on the journey are director Liza Minou Morberg, 'Epic Split' driver Jens Karlsson, miniature schnauzer Sushi and a specially designed Volvo FH. Over the course of nine days, they travel all the way from Sweden to Italy, a journey of more than 4,000 kilometres. "Million Ways to Live" - the song in the music video - will be included in Mapei's forthcoming album, to be released this autumn.

"I love to travel and to have the opportunity to meet new people and cultures. And that is also what "Million Ways to Live" is about - being on the road and having the freedom to travel. It is the ultimate song for a road trip," says Mapei.

In addition to seeing Volvo Trucks' services being put to the test in various ways in the TV series, you can follow Mapei as she gets acquainted with and challenges the trucking world. Among other things, we see her when she performs with drag show artists on a truck ferry to Poland, arranges a spontaneous gig in the suburbs of Paris, or accompanies a two wheel stunt in Berlin.

The series comprises a total of eight episodes. The first three are published on Volvo Trucks' YouTube channel on June 11.



[Watch Reality Road: Trailer](#)
[Meet Jens](#)
[Meet Mapei](#)
[Download Reality Road material via TheNewsMarket](#)
[Download images at Volvo Trucks' Image Gallery](#)
[Read more about Volvo Trucks Services](#)

09. 06. 2015

Facts:

Facts: 'Reality Road'

The trailer for 'Reality Road' is released on Volvo Trucks' YouTube channel on June 9. The series has eight episodes which will be released in batches over a three-week period, with start on June 11.

Facts: Volvo Trucks Services

The right services are crucial for achieving the highest possible uptime. According to a study from Volvo Trucks, 8 out of 10 unplanned standstills can be avoided with preventive maintenance. Volvo Trucks' service offers guarantee truck productivity, lower fuel consumption and safer driving. Services include driver training, fuel advice as well as round-the-clock roadside assistance via Volvo Action Service.

Facts: Jens Karlsson

Jens Karlsson has worked as a truck driver for 28 years. He has previously been involved in advanced precision driving in the Volvo Trucks' commercials 'The Epic Split' and 'The Ballerina Stunt'. In his day job, Jens Karlsson drives tank transports between Sweden and northern Europe.

Facts: Mapei

Mapei had her international breakthrough in 2007 with the song 'Video Vixens'. Her first studio album, 'Hey Hey', which was released in the US and Sweden during 2014 and featured the singles 'Don't Wait' and 'Change'. Mapei was born in 1983 in Rhode Island, USA. She came to Sweden at the age of ten and has since lived between Stockholm and the United States.

Facts: Liza Minou Morberg

Liza Minou Morberg is a Swedish director with a degree in film production from the USC School of Cinematic Art in Los Angeles. Her feature film debut came in 2014 with the youth-oriented film 'Ensam Tillsammans' ('Alone Together'), and she has previously directed short films, commercials and music videos.



For further information, please contact:

Per Nilsson, Director Public Relations at Volvo Trucks, tel +46-31-3233349, e-mail per.nilsson.pr@volvo.com

For broadcast-quality videos supporting this press release and more, please visit

<http://www.thenewsmarket.com/volvotrucks>

Press images and films are available in the Volvo Trucks image and film gallery at <http://images.volvotrucks.com>

Volvo Trucks provides complete transport solutions for professional and demanding customers, offering a full range of medium to heavy duty trucks. Customer support is secured via a global network of 2,200 dealers and workshops in more than 120 countries. Volvo trucks are assembled in 16 countries across the globe. In 2014, more than 117,000 Volvo trucks were delivered worldwide. Volvo Trucks is part of the Volvo Group, one of the world's leading manufacturers of trucks, buses and construction equipment, and drive systems for marine and industrial applications. The Group also provides solutions for financing and service. Volvo's work is based on the core values quality, safety and environmental care.