



Press information

Reality Road: Here's the music video for Mapei's '*Million Ways to Live*'

In Volvo Trucks' success series 'Reality Road' viewers get to look behind the scenes at the recording of the video for Mapei's new single 'Million Ways to Live'. The music video premieres today.

For three weeks now, viewers of 'Reality Road' have been able to watch how singer Mapei, music video director Liza Minou Morberg, and driver Jens Karlsson have travelled all across Europe recording a music video for Mapei's new single 'Million Ways to Live'.

"My vision for the video was to emphasise the message of freedom that is embodied in Mapei's song. It's about packing your bag and setting out on an adventure. I hope the viewers will be inspired to do the same thing when they see the video: let go, have fun, and live for today," says Liza Minou Morberg, the director behind the video.

The track was specially written for the nine day long journey.

"I love travelling and enjoy meeting new people and experiencing new cultures. That is also what 'Million Ways to Live' is about – being out on the road, the freedom of travelling. It's the ultimate soundtrack for a road trip," says Mapei.

The TV series 'Reality Road' is part of Volvo Trucks' campaign to showcase the strength of its service offering. The series was unveiled on June 11 and is available in a total of eight episodes. The song 'Million Ways to Live' is being released to coincide with Mapei's forthcoming album in autumn 2015.

[See the music video that accompanies Mapei's track 'Million Ways to Live'](#)

[Making of 'Million ways to live' - The music video \(Reality Road\)](#)

[See all the episodes of 'Reality Road'](#)

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Facts Mapei

Mapei had her international breakthrough in 2007 with the track 'Video Vixens'. Her first studio album, 'Hey Hey', was released in 2014 and featured the singles 'Don't Wait' and 'Change'. Mapei was born in 1983 on Rhode Island in the USA. She came to Sweden as a ten year-old and has spent the intervening years travelling back and forth between Stockholm and the USA.

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 film 'Ensam tillsammans' (Alone Together) and she has previously directed short films, commercials and music videos.

Facts 'Reality Road'

Volvo Trucks' TV series 'Reality Road' consists of eight episodes released on Volvo Trucks' YouTube channel. The aim of the series is to showcase the strength of the company's service offering and to create TV entertainment that appeals to a wide audience.

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