



Supplier News Release & Publicity Web-Guide

All Press Release materials must be submitted to prelease@volvocars.com.

The Global Terms and Conditions require suppliers (and their sub suppliers) to abide by the Supplier News Release & Publicity Web-Guide, which cover press releases in any form. The requirement under the Supplier News Release & Publicity Web-Guide are as follows:

Guidelines for supplier's press releases

- It has to be clearly stated that the release has to do with the Buyer (to avoid confusions with the AB Volvo).
- It should be very clear who the sender of the press release is (the supplier).
- We do not allow any mention of money (the value of a contract).
- There has to be a balance in what the supplier writes and the benefit they have added to the Buyer.
- We do not allow Buyer employees to make any statements at all.
- We do not allow suppliers to use the Volvo logotype in their releases.
- We do not send out releases jointly with suppliers.
- We do not allow a Buyer employee to be listed as a contact person in a supplier's press release.
- We do not allow a supplier to include information about the Buyer or its Related Companies in a facts box towards the end of their press release.
- Suppliers can write that they are suppliers to official Volvo vehicles (real or concept) only. No press releases will be approved for cars that have not been launched yet.
- Sometimes suppliers submit press releases to Buyer for approval without the headline and/or introduction in the press release. We do not approve any press releases without seeing the headline, introduction and all body text.
- If the proposed press release is in any other language than English or Swedish, a precise translated copy of the original press release into Swedish or English must be submitted together with the original press release.

Please observe that the Buyer needs at least 5 working days to handle the request.

Please send your Press Release Material to prelease@volvocars.com for approval.

Initial Document Release Date: July 1, 2011

Document Effective Date: July 1, 2015 - added the requirement to send in a precise translated copy of the PR if written in any other language than English or Swedish.