



From the classic P1800 coupe to the contemporary design of the sporty new C30, Volvo has a long tradition of producing progressive, innovative cars. This rich heritage has, over the years, led to the production of some of the world's safest cars, epitomised by the invention of numerous features now standard in modern vehicles. Today, this vigour for innovation continues to result in dynamic design, like the sleek new S60 concept car and groundbreaking technology, such as City Safety.



Market

In 2008 the UK's total car market represented 2.1 million cars, of which Volvo sold 33,358, increasing its market share from 1.4 per cent to 1.6 per cent year-on-year. This 0.2 per cent gain in market share represents a significant achievement in a market that saw an overall decline of 11.3 per cent (Source: Society of Motor Manufacturers and Traders).

Product

Traditionally renowned for its luxury family estates, today Volvo is equally well known for

its contemporary and distinctive range, from the C30 SportsCoupe to the rugged versatility of its Sport Utility Vehicles (SUV).

Designed to be driven and experienced – whether as a driver benefiting from the latest driver technology and responsive engines, or a passenger experiencing the intelligent and functional design and interiors – all vehicles within the range remain true to Volvo's guiding principles of innovative and stylish design, safety and compatibility with consumers' needs and lifestyle.



Achievements

When the first Volvo was produced in 1927, the company's founders announced that, "cars are driven by people, therefore the guiding principle behind everything we make at Volvo is, and must remain, safety".

Eighty-two years later, the improvement of everyone's environment through innovation remains the cornerstone of production and Volvo is consistently recognised for its achievements. Indeed, at the 2009 What Car? awards, the new Volvo XC60 crossover was named SUV of the Year with the jury commenting: "Volvo is renowned for two things – making some of the world's most family-friendly cars, and some of the safest. The XC60 reinforces that reputation."

The new XC60 is the only car on the market to feature the groundbreaking City Safety technology, capable of automatically applying the brakes when it senses that a collision with the rear of the vehicle in front is likely. Introduced in 2009, the technology could soon be extended further to include the ability to sense and stop for pedestrians.

The S40 DRIVe model, with start/stop technology and capable of up to 72.4mpg (miles per gallon), became a double What Car? award winner, picking up Best Small Family Green Car of the Year and the prestigious Green Car of the Year accolades in 2009.

Recent Developments

The striking new S60 concept car, unveiled at the end of 2008, has received critical acclaim at motor shows the world over. Designed with an aim to inspire and impassion, the new S60 combines a saloon with a coupe-style look and with its glass roof (extending the length of the car) and striking body, is set to further enhance Volvo's progressive style and modern Scandinavian design credentials.

With style and its customers' needs very much on the company's agenda, Volvo's R-Design package allows drivers to have the best of both worlds. A sporty body kit, R-Design comprises front and rear spoilers, a lower door trim and side skirts as well as roof and lip spoilers, 17-inch alloy wheels, a leather interior and blue instrument dials. The iconic C30 R-Design with its eye-catching 'youthful' looks and dynamic characteristics has proven particularly popular with a younger market. In 2008 it made its Hollywood debut as the car of choice in blockbuster movie Twilight.



2008 also saw the launch of Volvo's new lower emissions, higher mpg DRIVe range, designed to deliver all the financial and environmental benefits of more environmentally conscious motoring without sacrificing on style and

safety. Each car in the range is based on its original model but incorporates a series of small design adjustments that together, add up to noticeable real life savings in efficiency and cost. For example, a lower chassis, reduced drag alloys, rear end spoilers, reduced friction tyres and the new start/stop technology all deliver performance of up to 72.4mpg with CO₂ emissions as low as 104g/km.

Volvo's vision has always been that 'safety' encompasses the environment in which we live: a cleaner environment is also a safer one. By designing cars that combine innovative style, safety and environmental technology, Volvo aims to produce cars that help create a better life, thus the brand line 'for life'.

Promotion

Since 2001 Volvo has sponsored the Volvo Ocean Race, the world's leading round-the-world yacht race. Volvo is also a proud sponsor of the Volvo Masters and the Volvo China Open golf tournaments, as well as having a longstanding commitment to the International Sailing Federation (ISAF) and the World Youth Sailing Championships.

Embracing social media and moving with the times, in 2008 Volvo partnered with Yahoo!, The Independent and Vice Magazine to launch a new national competition, 'Creative30'. Inspired by the C30, the campaign set out to uncover young creative talent. It generated more than 900 submissions to the creative30.net website, while more than 22,000 votes were cast by the public to select the winners.



Continuing its policy of interacting and engaging with consumers, 2008 also saw Volvo take the C30 to music festivals including Hard Rock Calling, T in the Park and V Festival.

Brand Values

Throughout its history, Volvo has stood for innovation through design and safety. Today it continues to strengthen this innovative reputation by producing cars with bold distinctive looks and contemporary Scandinavian style – inside and out. Volvo's vision of the future states that by 2020, no person will be injured in or by a Volvo.

Be it through safety, reducing emissions, contemporary design or seamless functionality, Volvo aims to always design cars 'for a better life'.

volvocars.co.uk

Things you didn't know about Volvo

The name 'Volvo' is derived from 'volvere', the infinitive form of the Latin verb 'to roll', while the brand's logo is an ancient chemical symbol for iron – bringing with it associations of strength, safety, quality and durability.

Volvo is the only car maker to have a specialist crash research centre and to use a 'pregnant' crash test dummy.

Volvo is the only car manufacturer that attends the scene of real life accidents involving its vehicles, in order to learn more about how they perform and how they can be improved.

August 19th 2009 will represent the 50th anniversary of Volvo's invention of the three point seat belt, a groundbreaking safety advance. Recognising its fundamental importance in saving lives, Volvo purposely chose not to patent it, instead sharing the design with rival manufacturers.



1927	1959	1970	1980	2000	2008
On 14th April, the first Volvo rolls off the production line in Gothenburg.	Volvo invents the three point seat belt and chooses not to patent it, so that all manufacturers can increase passenger safety and save lives.	The Volvo Accident Research Team is established, to attend the scene of real life accidents involving Volvo cars and learn more about their performance.	The Volvo Safety and Environmental concept car, a fully-functioning hybrid using gas turbine, electric motor and high-speed generator technology, is displayed at the Paris motor show.	The Volvo Cars Safety Centre opens. It is the only crash laboratory that allows two-vehicle crash tests to be staged at almost any speed and angle.	The lower emissions, higher mpg DRIVe range is launched. The following year, the unique City Safety system is launched on the new XC60.