

VOLVO

for life

THE MARKET

The celebration of life and the public focus on lifestyle products has been a major influence on Volvo in the Australian automotive market. In the past four years Volvo has witnessed a boom, with previous sales records being broken almost on a yearly basis.

In particular, growth in the premium 4WD market has been meteoric – with more and more Australians developing a thirst for adventure and wanting to escape stressful city lives. Leisure is priceless and luxury is now more socially acceptable.

Nonetheless, the market here for luxury European cars is intensely competitive, with new entries every year. Volvo competes successfully in this dynamic market as a highly relevant brand – and one that constantly meets changing lifestyle needs. Volvo's focus on individuality lends itself to any campaign that sets out to differentiate the Volvo brand in the luxury car market.

ACHIEVEMENTS

Volvo has come from being virtually a one-model brand, to a brand with a vehicle for every lifestyle. It is now one of the top three European luxury imports. Of Volvo's yearly sales, almost one third of these will be V70s, making Volvo the Australian leader in the European luxury wagon sector.

In 2000 Volvo introduced four new models – a record for the Australian market. These have succeeded in redefining Volvo. They represent a radical transformation in styling, or what the company refers to as the 'ReVolvolution.'

As a result of this shift in design direction Volvo



creating vital first impressions of the brand in the Australian market.

Volvo is internationally recognised as the world leader in safety. In 1958, an engineer named Nils Bohlin joined Volvo Sweden, and it was he who developed and designed the three-point seat belt. Volvo was the first car manufacturer to introduce lap sash seat belts, which are fitted on all cars today – and by the '60s Volvo was incorporating safety innovations virtually every year. So many, in fact, that

it is now accurate to say that "there's

a little bit of Volvo in every car."

By 1975, Volvo had strengthened its leadership in safety with the introduction of the 240 series, which won hundreds of awards and became the best-selling and longest lasting Volvo of all time.

In 1979, in Australia, the 240 went further to establishing the brand's credentials by coming fourth outright and first in its class in the 20,000km Repco Around Australia Trial. Driven by Ross Dunkerton, this race was a 'reliability trial' around Australia that had to be covered in 14 days and nights.

Volvo also won the 1986 Australian Touring Car Championship, and in 1998, a Volvo S40, driven by Jim Richards, won Australia's most prestigious race: the Bathurst 1000.

Volvo started the 1980s as Australia's most popular European car, selling almost three times as many as its nearest rival, Mercedes-Benz. By the early 'nineties, with the introduction of the 850, Volvo's reputation as the world's safest car was

has over the past few years, been recognised with an impressive list of international awards. To mention just a few: The C70 and S80 were declared "The Most Beautiful Car in the World" by Italy's Automobilia Magazine in 1997 and 1998 consecutively. The S80 was presented with "The European Automotive Design Award" following votes from 33 European countries. Whilst the newly launched S60 was declared the "Most Beautiful Car in the World" in its class by Automobilia Magazine in 2000, and the S60 also won the Golden Steering Wheel Award in the premium category, from Germany's Bild am Sonntag Magazine.

HISTORY

Volvo was founded by Assar Gabrielsson and Gustaf Larson, in Sweden, in 1922. The first car came off the assembly line at Göteborg in 1927, but it wasn't until 1961 that Volvo cars reached Australian shores. The car that defined the brand in the '60s was the aspirational P1800 sports coupe,



further enhanced with a raft of safety awards in independent test trials.

In early 2000 the Volvo Car Corporation was acquired by the Ford Motor Company. Volvo is now a member of the Premium Automotive Group, a Ford owned subsidiary. This puts Volvo alongside an impressive range of other prestigious brands, comprising Aston Martin, Jaguar, Landrover and Lincoln.

THE PRODUCT

Over the past year, Volvo has introduced a number of extraordinary new vehicles – from the S60 range with its distinctive combination of dynamic performance and contemporary styling, to the luxury all-wheel-drive Cross Country.

Meanwhile Volvo continues to create cars that answer the needs of every type of driver. From the S40 and V40, for those starting out in life, to the versatile V70 for the demands of family or active lifestyle. In the luxury segment the S80, a car for those who demand the highest in performance and features, has already made the competition uneasy, while the dynamic and seductively styled C70 Coupe and Convertible fulfil the dreams of those with automotive fantasies.

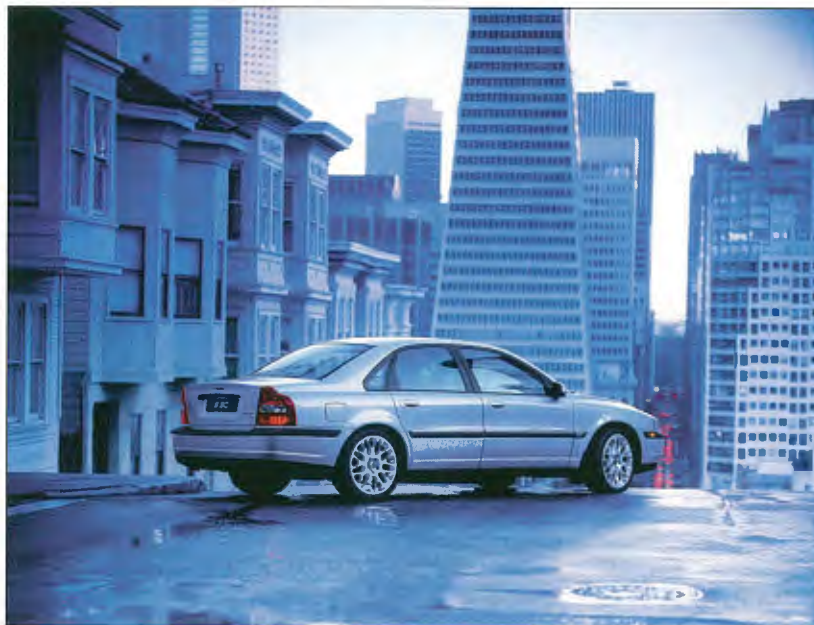
Of course Volvo continues to redefine the marque and the future is already taking shape with a number of concept cars that will establish new benchmarks in safety, adventure and performance.

RECENT DEVELOPMENTS

By the beginning of the millennium, Volvo had become one of the industry's most progressive companies in terms of design and engineering.

It has stepped up its commitment to environmental care in the design, production, distribution and recycling of its cars. Volvo's commitment to the environment has been upheld yearly since 1988 by an annual Environmental Production Declaration, which rates Volvo's performance against 'world best' standards.

Another important goal for Volvo is to become



the number one in customer care, adding a unique signature to the customer experience from the moment a Volvo is first considered. To this end, Volvo has reinvented the concept of a dealership, adding modern Swedish design and European warmth to the mix.

The Volvo cars sold by dealers today are amongst the most stunning in the world. The form and function seen in the Volvo range is influenced by the popular simplicity of Scandinavian design, sharing cues with brands such as Bang and Olufsen and De Ce Ce.

PROMOTION

One of the factors that made Volvo a Superbrand is its innovative marketing. Early Volvo advertising was known for its unorthodoxy, with lines like: "Drive it like you hate it" and "When most cars are just about run out, Volvos are just about run in".

Today's approach, particularly in media selection, is also refreshingly different. In the USA, for example, the S60 was launched almost entirely over the Internet.

Continuing this style of innovation, Volvo developed the Volvo Gallery in Sydney, which is the first of its kind in the world, for Volvo. Here people are able to see the cars on display,

surrounded by contemporary works of art.

The Australian launch of the S60 saw a more creative and personal means of reaching prospective customers by advertising via Palm Pilots – a first of its kind in this market.

The more recent acquisition of the Volvo Ocean Race, (formerly The Whitbread) with its display of design and engineering excellence, leadership, teamwork and environmental sensitivity, is a great demonstration of Volvo values to a world audience.

BRAND VALUES

Volvo is a strongly individualistic brand with loyalty built on positive owner experience. Volvo has never tried to be all things to all people.

Rather, Volvos are sought out, respected and enjoyed by those who believe that Volvo, more than any other brand, reflects their sense of individuality.

The Volvo brand is a legend worldwide. The brand is built on four core values: safety, quality, design and environmental sensitivity.

The Volvo mission is to create the safest and most exciting car experience for modern families – a modern family being not just the nuclear unit defined by two parents and two children, but other 'families' – blood relations or not – that are formed because people love, care and depend upon one another.

With every Volvo comes a promise that life will not only be preserved, but celebrated. The recently developed tag line, "Volvo. for life," describes more than the loyalty this brand has built over the years. It also encapsulates everything that the brand stands for: Volvo's support throughout the life of your car; Volvo's support for life through its commitment to safety; and Volvo's standing as a lifestyle choice in the 21st Century.

THINGS YOU DIDN'T KNOW ABOUT VOLVO

- Volvo was one of the first car manufacturers to include the safety belt in all of its cars, having invented the three-point seat belt. Volvo also conducted a survey in 1968 that proved that seat belts saved lives, which was a major factor in the introduction of compulsory seat belts in Australia in 1971.
- Volvo has the most advanced crash safety centre of its kind in the world, located in Göteborg, Sweden.
- Volvo developed the use of a unique catalytic coating on the radiator, which converts harmful ground level ozone to oxygen.
- The Volvo S80 was named NRMA's 1998 Luxury Car of the Year.
- In the 2000 Guinness Book of Records, Volvo's 1966 P1800 had the world's 'Highest Car Mileage,' having made the equivalent of over 70 trips around the world.

WINNER 1998 AMP BATHURST 1000

Drivers: Jim Richards & Rickard Rydell