



Press information

Volvo Trucks highlights its Swedish heritage in a new series of videos

The entire world is invited to join when Volvo Trucks celebrates Swedish National Day for a whole week. The "Swedish Week" campaign consists, among other things, of seven videos. Its intention is to highlight the importance of the Volvo Trucks brand's Swedish roots in an entertaining way.

Volvo Trucks would not be what it is today without the Swedish culture of innovation, road safety and creative coffee breaks. This is the theme of a new campaign from Volvo Trucks called "Swedish Week", which will be launched at the beginning of June, in time for Swedish National Day (on 6 June).

The leading role is played by Swedish Hollywood actor Peter Stormare. The campaign is made up of seven short films that take a light-hearted look at various aspects of Swedishness, which have all helped to shape Volvo Trucks in different ways.

"We want to highlight our Swedish background and show how it has influenced our brand from the time when the first Volvo truck was built in 1928 until today," says Åsa Theleen, Brand & Marketing Communications Manager for Merchandise at Volvo Trucks.

Peter Stormare is proud to be taking part in the campaign.

"When they called and asked me if I wanted to be involved, it was as if ABBA had reformed and wanted me to act in a film with them," says Peter Stormare.

The campaign, which is a part of the marketing of Volvo Trucks' heritage collection, will run from 2 to 8 June. The videos will be launched on Volvo Trucks Youtube-channel.

Link to films:

http://www.youtube.com/playlist?list=PLKFJ3tQvdojSi3g4CIWUuj_j8GFb8il-F.

Download images:

<http://images.volvotrucks.com/latellogin.jsp?records=Volvo+Trucks:24262,Volvo+Truc>



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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>

Field Code Changed

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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 2,100 dealers and workshops in more than 140 countries. Volvo trucks are assembled in 14 countries across the globe. In 2013 more than 116,000 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.

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