Press information

# Volvo Trucks plays a trick in its new film

## The camera is running and the stage is set for Volvo Truck’s upcoming video “The Casino”, directed by Henry Alex Rubin. “It’s a kind of ‘Candid Camera’ approach with a modern twist,” says Per Nilsson, Director Public Relations at Volvo Trucks.

With viral bulls-eyes such as *The Epic Split*, *The Hamster Stunt* and *The Hook* already under its belt, Volvo Trucks has shown that truck commercials can be entertaining, captivating and attract large audiences throughout the world.
“All the responses have been highly positive – our films are just as innovative as our trucks are. The campaign has not only sparked increased interest in our trucks, it has also strengthened our brand,” says Claes Nilsson, President of Volvo Trucks.

The film will have its premiere on September 24 at the IAA truck show in Hannover, Germany, and simultaneously be released on Volvo Trucks’ YouTube channel

<http://youtu.be/ndbxv8q6jr8>.The film will be released in connection with the launch of a world-first transmission for series-produced heavy vehicles featuring a dual clutch, Volvo’s I-Shift Dual Clutch, and as with previous films this one too will include an unexpected twist, to say the least.
“Instead of a Live Test we will be showing a sort of modern version of ‘Candid Camera’, which uses an unusual approach to demonstrate the benefits of the new transmission. Someone is going to be very surprised indeed, that’s all I’m prepared to reveal at this point,” says Per Nilsson.

All told, Volvo Trucks’ latest commercial films have won 130 awards the world over, while the number of followers on Facebook, Twitter and YouTube has increased many times over.

“That’s just amazing. It’s not very often that a business-to-business campaign has recorded such a massive global impact. With our new I-Shift Dual Clutch film we are continuing our concept of communicating with a broader public,” says Per Nilsson.

The film was directed by Oscar-nominated Henry Alex Rubin, who is also behind Volvo Trucks’ Live Test films *The Chase* and *The Ballerina Stunt*. Among much else, Henry Alex Rubin has directed the 2012 drama thriller *Disconnect*.

## Effects of the Live Test campaign- The 6 films, featuring six videos demonstrating innovative features in Volvo Trucks' new truck series, have been viewed more than 100 million times on YouTube and have been shared almost 8 million times.- More than 20,000 articles have been written about the films in media the world over. - This amount of publicity would cost an estimated 126 million euros in purchased advertising space.- Almost half the truck buyers who have seen the launch films say in a survey that they are now more likely to choose Volvo the next time they purchase a truck.- The Epic Split is the most widely-viewed vehicle commercial ever on YouTube, with more than 73 million viewings.- The day after its release, The Epic Split was the most widely-shared film in the world.

**I-Shift Dual Clutch**

- The transmission can be described as two gearboxes that are linked in parallel. When one gearbox is active, the next gear is preselected in the other gearbox. During gearchanges, the first gearbox is disengaged at precisely the same instant that the second one is engaged, permitting gearchanges without any interruption in power delivery.
- Volvo Trucks is the first manufacturer in the world to offer this type of transmission in series-produced heavy vehicles.

- I-Shift Dual Clutch is based on the I-Shift transmission.

-I-Shift Dual Clutch will be available from September 2014 on all markets selling the Volvo FH with Euro 6 D13 engines producing 460, 500 or 540 horsepower.

[**See all the films in the campaign here**](https://www.youtube.com/watch?v=M7FIvfx5J10&feature=share&list=PLKFJ3tQvdojTHq0Zw0PUYtDTjGqi93bPe)

**Download the images in high-resolution format here:** [www.thenewsmarket.com/volvotrucksthecasino](http://www.thenewsmarket.com/volvotrucksthecasino)

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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>

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