Press information

# First day at work not quite what he expected -This is Volvo Trucks’ new online video

## In Volvo Trucks’ new commercial, *The Casino*, parking valet Ambrogio Adani has a really unexpected first day on the job. What he doesn’t know is that it’s all a big hoax – and that Adani himself is playing the starring role.

Volvo Trucks is continuing the communication journey launched in 2012 with smash hits such as *The Ballerina*, *The Epic Split* and *The Hamster*. In the new film, *The Casino*, a brand-new Volvo FH makes its way down the red carpet, taking parking valet Ambrogio Adani completely by surprise.

“The film is part of the launch campaign for our unique new transmission, the I-Shift Dual Clutch, a technology resembling that found in many of the world’s most luxurious sports cars. Placing this heavy duty truck in an elegant environment such as a casino – a classic backdrop for eye-catching sports cars – felt just right,” says Per Nilsson, Director Public Relations at Volvo Trucks.

The film is a kind of Candid Camera production in which 23 year old Ambrogio Adani plays the unwitting lead role. His first shift as a parking valet at Casino San Remo in Italy turns out not to be quite what he expected. Having parked one luxury sports car after the other, he is startled when a brand new Volvo FH suddenly turns up. The impeccably dressed driver tosses the keys over to Ambrogio Adani, who looks highly surprised, to say the least.

“With our new film we aim to continue communicating our technical innovations in a way that is fun while at the same time sparking excitement and interest among a wider public,” says Claes Nilsson, President of Volvo Trucks.

*The Casino* was directed by Henry Alex Rubin, who is also behind Volvo Trucks' Live Test films *The Chase* and *The Ballerina Stunt*. In addition to commercials, Henry Alex Rubin’s list of achievements includes directing the 2012 drama thriller *Disconnect*, among much else.

## About I-Shift Dual Clutch

I-Shift Dual Clutch is a world-first transmission featuring double clutches, making driving both smoother and easier. The transmission was launched in Europe in June 2014 and will be available from September 2014 on all markets selling the Volvo FH with Euro 6 D13 engines producing 460, 500 or 540 horsepower.

## The Casino – see the film here

<https://www.youtube.com/watch?v=NpoBwFD1D5k>

## The Casino – Behind the Scenes

<https://www.youtube.com/watch?v=xEBEElxJzp8>

[**Film about I-Shift Dual Clutch**](https://www.youtube.com/watch?v=MR5iFgJBpYk&list=UUkKEthtUQHmBqIYZTHyfXoA)

## Download high-resolution images here

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September 24, 2014

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