

Volvo Car Corporation

# 2011 POCKET GUIDE





This folder will give you some facts and figures about  
Volvo Car Corporation. For more information, please visit:

[www.volvocars.com](http://www.volvocars.com)

[www.media.volvocars.com](http://www.media.volvocars.com)

[www.facebook.com/volvo](https://www.facebook.com/volvo)

[www.youtube.com/volvocarsnews](https://www.youtube.com/volvocarsnews)

Volvo Cars' headquarter telephone (switchboard) +46 31 59 00 00

## **Volvo Car Corporation**

Volvo Car Corporation is an international company with sales in over 100 countries. In 2010, sales amounted to 373,525 units. Volvo Car Corporation was founded in Sweden in 1927 and currently employs about 19,500 people.

The headquarter is situated in Gothenburg where you will also find the main units within product development and design. The two main production plants are in Gothenburg, Sweden and Ghent, Belgium.

During 2010, Zhejiang Geely Holding Group completed the acquisition of Volvo Car Corporation from Ford Motor Company.





”

OUR DRIVE TOWARDS  
ELECTRIFICATION CONTINUES  
UNABATED. WE ARE FURTHER  
DEVELOPING OUR EXPERTISE  
IN THIS FIELD AS WE  
PREPARE TO ANNOUNCE  
MORE INNOVATIONS.

# 2010

## – A YEAR OF CHANGE

2010 will be remembered by us as the year when Volvo Car Corporation of Sweden was sold by Ford Motor Company to Zhejiang Geely of China. It was also the year when the automotive industry recovered from the global crisis.

Launched in March 2010 was our newest sedan, the Volvo S60, at the Geneva Motor Show. Its sibling, the Volvo V60 sports wagon was launched in Paris in October. Both cars have been given a very warm welcome for their elegant design language and pioneering new safety technologies like the Pedestrian Detection with full auto brake.

A new Board of Directors with broad global and automotive experience was appointed at the change of ownership on August 2. This Board will lead Volvo Car Corporation into a bright future.

As the new CEO I have devoted a lot of my time to familiarise myself with all sides of the business and to see what we need to do, to grow and develop in the right direction. A review of the brand is in progress, new market strategies and a revised product plan are being developed and people have been appointed to new management functions at company-executive level. The company's new strategy will be completed by mid-2011.

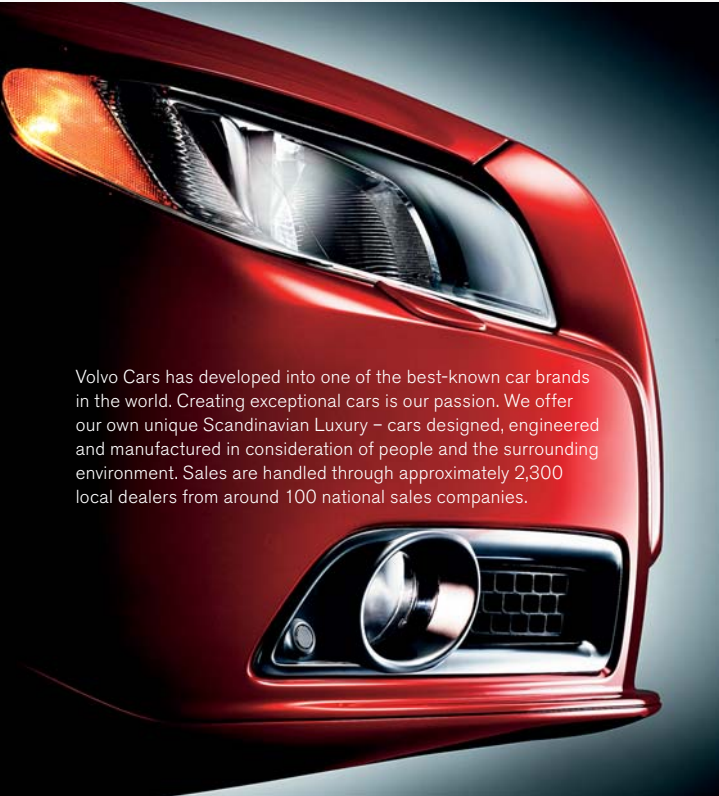
2010 has been a year of positive business development and the company has turned from loss to profit. Sales and volumes have increased through successful product ventures and a market trend reversal.

Our drive towards electrification continues unabated. The Volvo C30 Electric has already attracted an exceptional amount of interest at motor shows and test-drive opportunities, and now we are further developing our expertise in this field as we prepare to announce more innovations.

I'm looking forward to an exciting 2011 for the new Volvo Car Corporation.

Stefan Jacoby  
President & CEO, Volvo Car Corporation

# OUR CARS

A close-up, low-angle shot of the front left corner of a red Volvo car. The image highlights the intricate details of the headlight assembly, including the main lamp and the fog light below it. The car's bodywork is highly reflective, showing highlights and shadows that emphasize its sleek, aerodynamic design. The background is a soft, out-of-focus gradient, making the car stand out as the central subject.

Volvo Cars has developed into one of the best-known car brands in the world. Creating exceptional cars is our passion. We offer our own unique Scandinavian Luxury – cars designed, engineered and manufactured in consideration of people and the surrounding environment. Sales are handled through approximately 2,300 local dealers from around 100 national sales companies.

# MODEL RANGE

## S Stylish Sedans



S80



S60



S40

## XC Luxurious SUVs/Crossovers



XC90



XC70



XC60

## V Versatile Wagons



V70



V60



V50

## C Charismatic Coupés/Convertibles



C70



C30

# ELECTRIFICATION

Volvo Cars' development of electrification technology includes a systematic approach to safety. The basic perspective is that an electric Volvo car must be just as safe as any other new Volvo. We are exploring various alternatives. Plug-in hybrids and pure electric cars are two examples.

The **Volvo V60 Plug-in Hybrid** was unveiled at the Geneva Motor Show in March 2011. It features the very best properties from three different car types in one, single attractive sports wagon. This includes a possibility for the driver to



drive up to 50 kilometres on pure electricity. It has carbon dioxide emissions of 49 g/km, which translates into fuel consumption at 1.9 l/100 km.

In 2012, Volvo Cars is likely to be the first manufacturer on the market with this new breed of hybrid – a result of close cooperation with the Swedish energy supplier Vattenfall.

The **Volvo C30 Electric** features the very same safety, comfort and space as the standard car. The difference is that it is powered solely by electricity, entirely without exhaust emissions, and has a range of up to 150 kilometres. A lithium-ion battery powers the Volvo C30 Electric, which has a top speed of about 130 kilometres per hour.

The Volvo C30 Electric was unveiled at the Detroit Auto Show in January 2010. The first sales contracts with companies and authorities were signed in 2010. The Volvo C30 Electric will enter production during 2011 and will run in test fleets in Europe, China and the US.

# FACTS

## Number of employees (31 December 2010)

	2010	2009	2008	2007	2006
Sweden	12,917 <sup>1)</sup>	13,928	16,573	17,616	18,212
Belgium (Ghent)	4,484	3,685	3,791	4,110	4,537
Thailand	0	0	1	256	264
Malaysia	282	187	228	274	374
Market companies	1,811	1,850	2,139	2,128	2,163
<b>Total</b>	<b>19,494</b>	<b>19,650</b>	<b>22,732</b>	<b>24,384</b>	<b>25,550</b>

1) Sweden	2010
Torslanda plant	2,873
Gothenburg - Other	6,532
Skövde incl. Floby	1,951
Olofström	1,561
<b>Total</b>	<b>12,917</b>

## Car production by model and plant 2010, no. of cars

	Gothenburg	Uddevalla	Ghent	Chongqing	Thailand	Malaysia	Total
S40	—	—	22,779	5,509	—	378	28,666
S60	—	—	27,579	—	—	—	27,579
S80	16,803	—	—	—	531	120	17,454
S80L	—	—	—	11,495	—	—	11,495
V50	—	—	53,982	—	—	320	54,302
V60	13,404	—	—	—	—	—	13,404
V70	48,585	—	—	—	—	—	48,585
XC60	—	—	83,529	—	—	141	83,670
XC70	21,156	—	—	—	—	—	21,156
XC90	36,375	—	—	—	240	96	36,711
C30	—	—	35,248	—	—	—	35,248
C70	—	9,532	—	—	—	—	9,532
<b>Total</b>	<b>136,323</b>	<b>9,532</b>	<b>223,117</b>	<b>17,004</b>	<b>771</b>	<b>1,055</b>	<b>387,802</b>

(Production 2009: 311,413 cars)



### Sales figures 10 years

2010	373,525
2009	334,808
2008	374,297
2007	458,323
2006	427,747
2005	443,947
2004	456,224
2003	415,046
2002*	406,695
2001	412,390
2000	409,059

\* As of 2002, sales are defined as cars delivered to end customers.

### Sales by model, total 2010

	2010	2009	%
XC60	80,723	61,667	31
V50	56,098	54,062	4
V70	48,877	45,836	7
XC90	37,597	32,754	15
C30	35,981	32,409	11
S40	31,688	36,954	-14
XC70	22,068	18,032	22
S80	19,162	21,065	-9
S80L	11,778	7,106	66
S60	14,786	14,131	5
C70	10,158	10,792	-6
V60	4,609	—	—
<b>Total</b>	<b>373,525</b>	<b>334,808</b>	<b>11,6</b>

### Sales by model in five biggest markets, 2010

#### S40

Total: 31,688 (2009: 36,954)

China	5,630
US	5,623
United Kingdom	3,571
Turkey	1,588
Belgium	1,399

#### S60

Total: 14,786 (2009: 14,131)

Sweden	2,082
Germany	1,508
US	1,437
United Kingdom	963
Italy	882

#### S80

Total: 30,940 (2009: 28,170)

China	11,782
US	7,224
Sweden	1,464
Russia	1,411
Korea	914

#### C70

Total: 10,158 (2009: 10,792)

US	4,369
United Kingdom	918
Germany	815
Belgium	601
France	593

continued ▶



Find Volvo Cars videos on YouTube:  
[www.youtube.com/volvocarsnews](http://www.youtube.com/volvocarsnews)

► Continued | Sales by model in five biggest markets, 2010

### C30

Total: 35,981 (2009: 32,409)

United Kingdom	6,815
US	3,906
Germany	2,643
France	2,601
Belgium	2,413

### V50

Total: 56,098 (2009: 54,062)

Sweden	10,331
United Kingdom	6,795
Italy	6,522
Belgium	5,961
Germany	4,265

### V60

Total: 4,609 (2009: —)

Sweden	1,483
Germany	659
United Kingdom	290
Switzerland	280
Netherlands	260

### V70

Total: 48,877 (2009: 45,836)

Sweden	24,566
Germany	4,319
United Kingdom	3,506
Netherlands	3,103
Norway	2,959

### XC60

Total: 80,723 (2009: 61,667)

US	12,031
China	7,373
Germany	7,366
United Kingdom	5,284
Sweden	5,173

### XC70

Total: 22,068 (2009: 18,032)

US	6,626
Sweden	3,579
United Kingdom	1,599
Norway	1,372
Russia	1,300

### XC90

Total: 37,597 (2009: 32,754)

US	10,121
United Kingdom	7,286
Russia	3,592
China	3,367
Germany	1,838

### Total sales 373,525 (2009 334,808)

Sales are defined as cars delivered to end customers.

The Volvo Adventure is an educational programme that rewards environmental activities and the decision-makers of the future: [www.volvoadventure.org](http://www.volvoadventure.org)

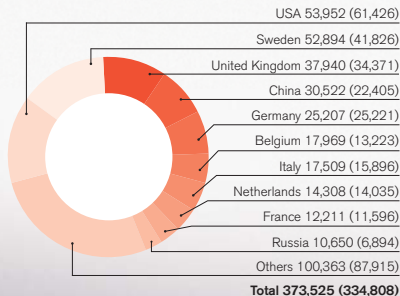
#### Sales & Service units 2010

EU	1,435
USA and Canada	357
China	106
Rest of the world	359
<b>Total</b>	<b>2,257</b>

#### Customer facts 2010 (2009), %


Gender distribution	Men	Women
EU5 (UK, Germany, France, Italy, Spain)	81 (81)	19 (19)
USA	54 (47)	46 (53)

#### Ten biggest markets 2010 (2009)



The US is Volvo Cars' biggest market. In Sweden Volvo maintains a market share around 20 percent.

Sales are defined as cars delivered to end customers.



Read more about Volvo Cars sustainability agenda:  
[www.volvocars.com/sustainability](http://www.volvocars.com/sustainability)

### Sales by fuel type 2007-2010

	2010	%	2009	%	2008	%	2007	%
Petrol	146,695	39	147,544	44	179,350	48	262,622	57
Diesel	141,170	38	129,372	39	168,725	45	184,802	40
Methane* (Bi-Fuel)	0	0	43	0	8	0	1,217	1
Bioethanol (Flexifuel)	9,098	2	11,217	3	25,763	7	9,682	2
DRIVE**	76,562	21	46,632	14	451	—	—	—
<b>Total</b>	<b>373,525</b>	<b>100</b>	<b>334,808</b>	<b>100</b>	<b>374,297</b>	<b>100</b>	<b>458,323</b>	<b>100</b>

\*The manufacture of Bi-Fuel cars ceased in 2007 owing to poor demand, but can since 2008 be adapted through an external supplier in some markets.

\*\* DRIVE cars are Volvo's series of best-in-class low-emission and fuel efficient diesels.

### Main supplier countries in 2010 and 2009

(invoiced share as a percentage of total production), %

	2010	2009
Germany	23	20
Belgium	22	17
Sweden	20	20
Great Britain	7	8
France	5	9
Poland	4	4
Spain	3	3
Czech Republic	2	3
Turkey	1,5	2
Netherlands	1,5	—
Others	11	13

### Top 10 markets in terms of volume growth, %

	2010	2009	% Growth
Denmark	2,519	1,286	96
Thailand	767	400	92
Chile	1,206	632	91
Portugal	3,465	1,960	77
Russia	10,650	6,894	54
Taiwan	2,650	1,762	50
Turkey	3,275	2,259	45
Mexico	1,309	903	45
Norway	9,892	7,122	39
Malaysia	701	506	39

Facts above are based on Tier 1 supply only

# MANAGEMENT

Volvo Cars Executive Management Team:



**1 Stefan Jacoby**  
President &  
Chief Executive Officer

**2 Bernt Ejbyfeldt**  
Senior Vice President  
Purchasing

**3 Magnus Hellsten**  
Senior Vice President  
Manufacturing

**4 Paul Gustavsson**  
Senior Vice President  
Business Office

**5 Gerry Keaney**  
Senior Vice President  
Marketing, Sales & Customer  
Service

**6 Hans Oscarsson**  
Senior Vice President  
Chief Financial Officer  
until March 31, 2011

**7 Paul Welander**  
Senior Vice President  
Quality & Customer  
Satisfaction

**8 Björn Sällström**  
Senior Vice President  
Human Resources

**9 Olle Axelson**  
Senior Vice President  
Public Affairs

**10 Elisabet Wenzlaff**  
Senior Vice President  
General Counsel

**11 Lex Kerssemakers**  
Senior Vice President  
Product Strategy & Vehicle Line  
Management

**12 Bengt Banck**  
Senior Vice President  
Quality & Customer  
Satisfaction until March 31,  
2011

**Freeman H Shen** (not pictured)  
Senior Vice President  
China Operations

New members from April 1, 2011:

**Peter Mertens** (not pictured)  
Replacing P Welander as  
Senior Vice President  
Research & Development

**Jan Gurander** (not pictured)  
Replacing H Oscarsson as  
Senior Vice President  
Chief Financial Officer

# VISITING VOLVO CARS

The Volvo Cars Visitor Centre is located in the heart of Volvo Torslanda, Gothenburg in Sweden, and welcomes about 30,000 visitors every year. Apart from the activities offered, the Visitor Centre also offers conference facilities, the Volvo Cars International Café and The Shop featuring the very latest from the Volvo Collection.

## **Blue Train**

Step aboard for a guided tour through the Torslanda plant, from the press shop, to the body shop and finally the assembly plant where all the pieces of the puzzle come together.

## **Volvo Cars Demo Centre**

Test drive the very latest Volvo models. The demonstration track is built as a 2.1 km long country road with hills and curves.

## **Volvo Cars Brand Experience Centre**

Here we show how our brand values of safety and environmental care have a concrete effect on the technology of our cars.

## **Volvo Museum**

The Volvo Museum in Gothenburg offers you the history of the company from 1927 to today. The museum is run jointly with AB Volvo and the exhibition encompasses cars, trucks and buses as well as marine and aero engines.

For more information, please email [visitor@volvocars.com](mailto:visitor@volvocars.com) or call +46 31-325 10 93

**[www.volvocars.com/visitor](http://www.volvocars.com/visitor)**

## **Conference facilities**

Welcome to Volvohallen, the conference center in the heart of Volvo, not far away from the Volvo Car Corporation Headquarters.

For more information, please call +46 31-59 50 00



**VOLVO**

Volvo Car Corporation PA/PV 501002703-11 EN.