

VOLVO CARS IN BRIEF



The all-new XC90

The all-new Volvo XC90 marks the beginning of a new chapter in Volvo's story. As a premium SUV, it features world-leading safety developments, progressive new human-centric technologies, an unrivalled combination of power and fuel efficiency, and superlative craftsmanship. It exemplifies both Volvo's future design direction and new Scalable Product Architecture (SPA) technology. And when the XC90 First Edition was launched exclusively via digital commerce, all 1,927 individually numbered cars sold out in just 47 hours – confirming it as a truly iconic new model.

Our Vision and Mission

Vision: To be the world's most progressive and desired premium car brand.

Mission: Our global success will be driven by making life less complicated for people, while strengthening our commitment to safety, quality and the environment.

Business

- **Growing sales** The total global sales volume in 2014 was 465,866 cars, representing a growth of +8.9% over the same period in 2013.
- **Income up** Operating income in 2014 was MSEK 2,252, up from MSEK 1,919 in 2013. This resulted in an operating margin of 1.7%, compared with 1.6% in 2013.
- **More employees worldwide** As of December 2014, Volvo Car Group employed 25,673 full-time employees on average, an increase of +9% over 2013.
- **Progress in China** Volvo's continuing journey globally took a huge leap forwards in 2013, when our Chengdu plant opened in China. And in 2014, China overtook the United States to become Volvo Cars' largest single market.

World Firsts

Volvo Cars is one of the world's most progressive car brands, and our innovation continues with many new world firsts in 2014/15.

Sound success

In the best sound system in our history, Volvo Cars introduces a world first – a unique 'outside air' subwoofer that needs no separate space-robbing box, and sounds better at low frequencies, where it matters.

Braking news

Auto brake at intersection – new in the XC90 – means that, if you don't see oncoming cars when crossing traffic on a two-way road, the car can apply the brakes for you, helping to avoid or reduce the severity of a collision.

Run-off road protection

Our all-new XC90 incorporates several 'run-off road' technologies to help protect you in this common type of accident. Lane Keeping Aid helps you stay in lane, but should the worst happen, new world-first seat cushions combine with self-tightening safety belts, absorbing energy in an accident and significantly reducing the risk of spinal injuries.

Pay for parking from your car

Need to park quickly? Sensus Connect lets you locate a nearby parking place – and pay for it in advance.

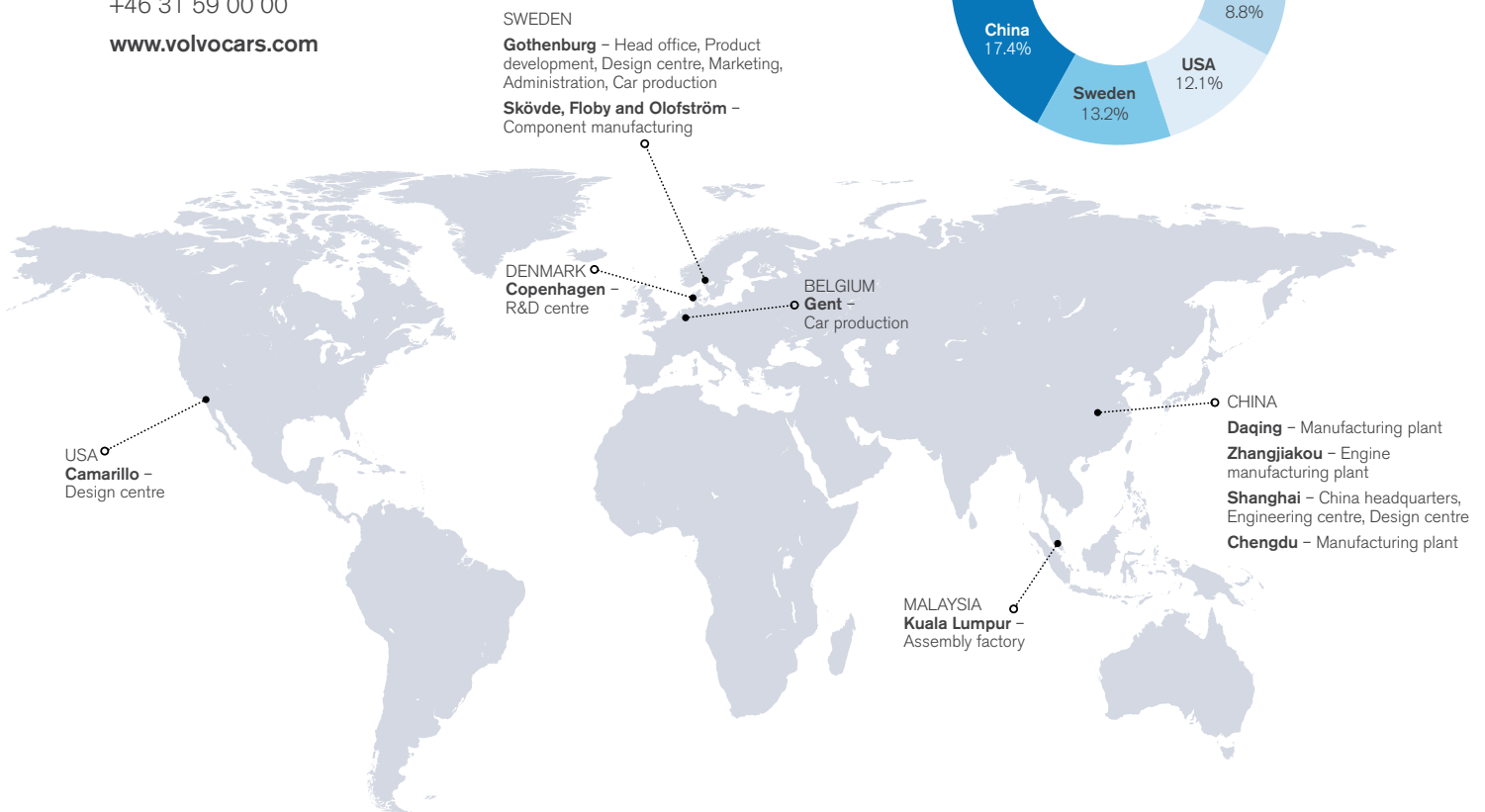
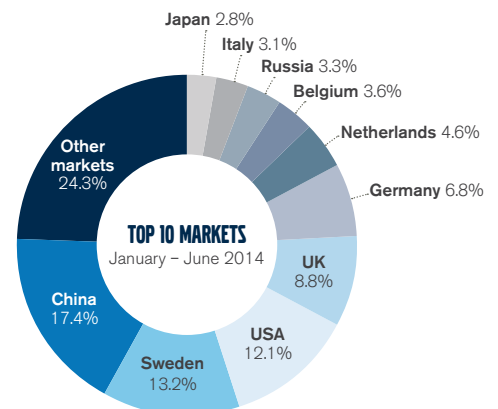
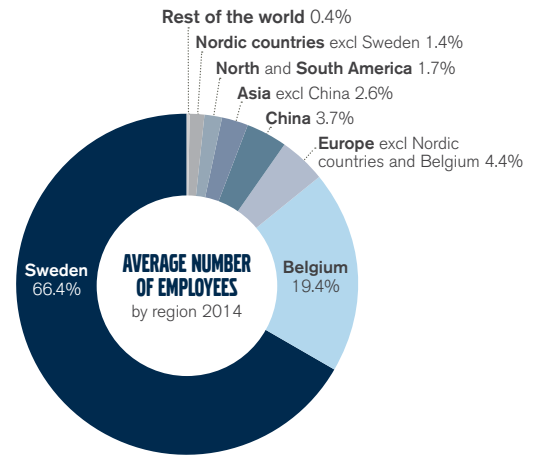
FACTS AND STATISTICS

Volvo Car Group

The first Volvo rolled off the production line back in 1927. Today, Volvo Car Group produces a premium range of cars, including sedans, wagons, sports wagons, cross country cars and SUVs. We are one of the world's best-known and most respected car brands, with sales in around 100 countries.

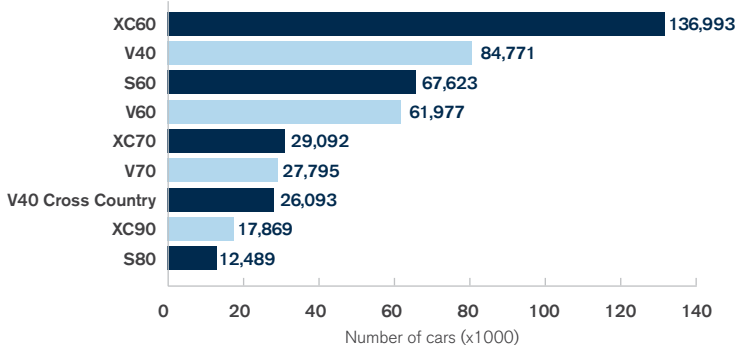
Volvo Car Group (Volvo Cars) has been owned by Zhejiang Geely Holding (Geely Holding) of China since 2010. Headquartered in Gothenburg, Sweden, production takes place in Sweden, Belgium, China and Malaysia.

Volvo Car Corporation
405 31 Göteborg
Sweden
+46 31 59 00 00
www.volvocars.com



SALES BY MODEL

January - December 2014



SALES BY REGION

January - December 2014

