



## Volvo Car (Thailand) Ltd.

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## Press Information

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### SHOCK: VOLVO GIVES AWAY 10,000 CARS!!!

Bangkok, November 19, 2008 – Today **Volvo Car Thailand** made a shock announcement that it will just 'give away' ten thousand (10,000) Volvo cars of the Volvo XC90, Volvo XC70 and Volvo C30 models.

In collaboration with **Viking Toys Ltd**, a leading Swedish toy manufacturer of global note, Volvo Car Thailand announced a playful "**My First Volvo**" project giving away over 10,000 model cars of **Volvo XC90, XC70** and **C30** to underprivileged pre-school Thai children nationwide through partnership with both government and non-governmental organisations.

Volvo Car Thailand also invites, everyone to add to the project by making a donation, no matter how small, for these children at Volvo's booth in the Motor Expo 2008.

Mr. Paul Stokes, President of Volvo Car (Thailand) Ltd, said *"Volvo. for life," is a clear human philosophy routed in the preservation and celebration of life and the human experience. This is an experience which is best shared with loved ones, friends and neighbours in our community.. When Volvo Cars in Sweden licensed these toys, we saw an obvious route to turn a commercial decision into a way to give a little something back to the youngest members of our society, particularly those from a less affluent background who need every ray of sunshine and every chance to smile. Here at Volvo with the "My First Volvo" project, we want to pass on our support and care to Thai children who really need help across the country. The project wouldn't have been possible without the kind collaboration of Viking Toys and great response from government and non-governmental organisations that are already taking care of underprivileged children. As such, Volvo would like to express our gratitude to all of you."*

Mr.Gösta Kjellme, Managing Director of Viking Toys Ltd, said *"We have just opened our manufacturing facility in Thailand recently, and our concept is to make durable, soft, safe and high-quality toys for the youngest children, so we are delighted to collaborate with Volvo Car Thailand in this playful "My First Volvo" project to give something back to Thai children. All model cars are accurately based on the real Volvo model and produced by Viking Toys' manufacturer in Nakhon Ratchasima and distributed worldwide."*

The toy versions of Volvo cars are duplicated from the **XC90, XC70** and **C30**. Viking Toys' designer Björn Alskog was given the task of designing the **Volvo XC70** and **XC90**. As for the Viking Toys' version of **Volvo C30**, it has been designed by Volvo Cars' very own Simon Lamarre, the man behind the exterior design of the "full-sized" **Volvo C30** at Volvo Car Corporation.

All 10,000 units of Volvo cars in toy version will be given to non-governmental organisations and child development organisations under the supervision of two government offices as follows: 6,500 units for Child Development Centre under the Office of the Basic Education Commission (OBEC), Ministry of Education; 3,000 units for 8 Preschool Child Care Centres under Department of Social



Development and Welfare, Ministry of Social Development & Human Security; and 500 units for Operation Smile Inc.

***The toy version of Volvo cars will be showcased during the “Thailand International Motor Expo 2008” at Challenger Hall, Muang Thong Thani from November 29 to December 10, 2008.***

***Anyone wishing to make a donation for underprivileged children can do so at Volvo’s booth throughout the event as an additional help for the children.***

### **Information:**

- Volvo Car Corporation is a wholly owned subsidiary of Ford Motor Company and is headquartered in Gothenburg Sweden.
- Volvo Cars has been present in Thailand since 1962, firstly through an independent importer/distributor, and then through a wholly owned National Sales Company, Volvo Car (Thailand) Ltd., since 1971, taking over distribution from SMC in 1999. VCT now employs some 33 people.
- A local assembly (CKD) factory, Thai Swedish Assemblies (TSA) was established in 1976 and today builds the globally successful Volvo XC90, All-New Volvo S80, Volvo S60 and Volvo V70 models in Thailand, employing some 300 people. Volvo Cars also offer the spectacular all-new Volvo C70 retractable hard-top coupe/convertible sports car and the new Volvo C30 three-door sports hatch/coupe as a fully imported products.
- Volvo is represented in retailing by 8 authorised dealers operating 11 outlets, nationwide. Six in the Bangkok metropolitan area and five in up-country locations as follows, Wearnes (with locations in Hua Mark and Lad Phrao), SMC Motors (with locations in Sukhumvit 22 and Silom); Gothenburg Automobiles, Srinakarin; Scandinavian Auto, Ramindra; and Chiang Mai Sweden Motor, Chiang Mai; Khon Kaen CharoenSri, Khon Kaen; Nakornpathom Motor, Nakornpathom; Hat Yai Auto; Hat Yai and Phuket Volvo on Koh Phuket.
- For more information on Volvo Cars’ products and services, please refer to [www.volvocars.co.th](http://www.volvocars.co.th), or contact your nearest authorised dealer.
- For free video content please go to [www.media.volvocars.com](http://www.media.volvocars.com) and click on 'Broadcast Room' to preview and request video. If you haven't already used this site, please take a moment to register. Once your registration is approved, you can order broadcast-standard video digitally or by tape. Registration and video is free to the media.

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