

SOMMIAR



THE PASSENGER

Experience the Swedish side of Chicago in a Volvo XC90

HUMMING IN LIMESTONE COUNTRY

Searching for the perfect sound on the island of Gotland

KIRUNA 4-EVER

Flat-packing the future of Sweden's northernmost city

TALKING ABOUT A NEW GENERATION

Introducing Volvo's new range of child safety seats

A WORLD OF INNOVATION

Meet the Volvo visionaries solving society's riddles



ESCAPE INTO THE FUTURE

SOMMAR 2016

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THE STORY **COMPOSED BY NATURE**

For years, artists, authors, politicians and filmmakers have been drawn to the Swedish island of Gotland in search of inspiration. Musician, Amanda Bergman, took us on a search to find Gotland's perfect sound.

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PASSIONATE PEOPLE BEHIND VOLVO **A WORLD OF INNOVATION**

What if there was some way of knowing when a particular part in your Volvo needed replacing – without having to visit the workshop? This is just one of the innovations currently being tested by the team of Volvo visionaries in charge of solving society's riddles.

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THE CURIOUS SWEDE **SHARING STORIES FROM CHICAGO IN AN XC90**

My Volvo Magazine recently travelled to Chicago and took in the charms of the windy city from a prime vantage point: the passenger seat of a Volvo XC90. Guided by the locals, we uncover Chicago's proud Swedish heritage.

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INSPIRED BY **OUR WINDOW TO THE WORLD**

The feeling of freedom, the possibility of adventure and the pleasure that comes from living in the moment. This is what we want from our cars. And our eyes hold the key. We look at how your Volvo can give you with an entirely new perspective on life behind the wheel.

COMPOSED

BY NATURE

TEXT / PHOTO // ULRIKA HAMRÉN / PATRIK JOHÅLL

4

THE STORY

A passenger ferry cuts its way determinedly through the black waves of the Baltic Sea. On board, a twelve-year-old girl takes part in a karaoke competition. She sings, "All My Loving" by the Beatles. When the song ends the applause from the crowd hangs in the air creating an echo that slowly makes its way to land, to Gotland. For years, this Swedish island has been a unique source of artistic inspiration. And its influence on both Swedish and international culture is set to resonate far longer than the notes struck on any cruise ship stage.

Gotland is limestone country. Gravel roads appear white in the bright sunshine, which shimmers on the water's surface as if it were dancing on the Mediterranean rather than the Baltic. Encased in stone you can find the fossilised plants and animals that called Gotland home over 400 million years ago. Magnificent sea stacks line the coast, reaching for the sky like psychedelic mushrooms. These natural towers, and the stunning cliffs that keep them company, form the unique silhouette of Gotland's landscape – a landscape immortalised in film by none other than the late, great Ingmar Bergman.

In 1960, when Bergman was searching for a location to film "Through a Glass Darkly", he visited Fårö, a small island located in the north east of Gotland. Originally the film was to be shot in Orkney, an archipelago in the Northern Isles of Scotland, but the potential cost of the project forced a rethink. It was a decision that would change Bergman's life. He fell in love with Fårö almost instantly. And when he returned in 1965 to film "Persona", he decided to build a house there. From 1966 onwards, Bergman made seven films on Fårö, including "Shame" and "Scenes From A Marriage".

IN NEED OF A BREAK

Ingmar Bergman is not alone in his love for Fårö. Over the years its inspirational atmosphere, majestic light and powerful allure has attracted artists, authors, politicians and filmmakers in need of creative nourishment. One artist who finds Gotland particularly inspiring is the Swedish musician, Amanda Bergman:

"To Swedes, Gotland's landscape is so different from that found on the mainland. But this is what draws people here. When you're presented with a foreign landscape, you perceive things differently. It becomes easier to lose your preconceived notions of how things should be."

I meet Amanda at Fabriken Furillen: a hotel situated on a stony beach, among sea stacks and sacred orchids on the northeast peninsula of Furillen. It's a fitting place to meet as its location perfectly illustrates the kind of landscape the 28-year-old with the distinctive voice finds so inspiring.

"Nature has a large influence on me, both consciously and unconsciously. I believe it brings



out a desire to pause and reflect. And for many, the creative process is all about surrendering to that need. To simply allow yourself to stop and listen."

Amanda has been coming to Gotland ever since she was a child. And this little white island provides the backdrop for many of her childhood memories – from gravel scraped knees to a pounding teenage heart, which seemed to beat in time to the crashing of the Baltic waves. Now, it seems nature has played a part in inspiring her latest song, "Falcons".

I've been curious about the so-called 'Swedish music miracle', the fact that so much music created in Sweden has gone on to achieve great international success. So, I decide to seize my chance and ask Amanda if she has any idea why this should be so?

"I've often been asked about this," she begins thoughtfully. "I think it's something to do with our climate, the fact it's so cold and dark here. The harsh climate brings out the best in us. Without sunshine, we're forced to find beauty and meaning in other things. The seasons are also very distinctive here, so we see very clearly how nature constantly changes and moves on. Perhaps this lets us appreciate it a little more. Sweden's relatively small role in the world is also something we have used to our advantage, as it has taught us to work together in order to reach our goals."

AMANDA BERGMAN

Age: 28 years

Passion: Playing music, writing songs

Lives: Gägnäf in Dalarna, Sweden

Also known as: Idiot Wind, Hajen and Jaw Lesson

Currently busy with: A new solo album and her band, Amason

Currently drives: Volvo XC60 -15.

In today's society, people actually find themselves craving a little insignificance now and again.



MUSIC AS A MIRROR

But it's not just musicians and filmmakers that have been inspired by Gotland. The island also has a strong connection to the world of literature. For many years writers have rented cottages here, which they use as both a source of inspiration and a place of solitude. To write a novel or compose a poem isn't just about setting words on a page. It's about the art of listening and observing the world around you, while having the patience and emotional tools at your disposal to realise your vision. For Amanda, Gotland provides all of these things. She uses songwriting as a way of discovering more about herself.

"Music becomes my own personal therapist in a way. When a song is finished, I find myself in a completely different place to where I was when I started writing it. My music allows me to examine a different part of myself. This is why I find songwriting so rewarding. It can take you from one place to another – both physically and mentally."

She continues, "Music has always been an essential part of my life. I hum all the time. When I cycle, I whistle to break the silence. I hum and sing all the time. When my pet rabbit died I wrote a song, when I fell in love for the first time I wrote a song. For me there isn't anything romantic about music, it's fundamental."

When you read between the lines, you discover that a lot of Amanda's songs focus on relationships. But it's Amanda's relationship with her surroundings that seems to be the most fulfilling. Dense forests, the rolling hills of the mainland, Gotland's limestone beaches and the sight of the swirling sea all play an important part in the creative process.



"It's beautiful to gaze out to sea. Water gives me such a feeling of reassurance. The sea is so unfathomably vast and unpredictable, just thinking about it can set you free from yourself. You just let go. For me, the sea symbolises a comforting anonymity. Something that is much needed in today's society, where people actually find themselves craving a little insignificance now and again."

A FLEETING SENSE OF FREEDOM

We say goodbye outside Fabriken Furillen. Amanda is going to look at a house in the south of Gotland. She has often considered moving here and now I can understand why. I take a seat in my XC60 and raise the volume on the sound system. I sing along to "Falcons" without a care in the world. Nothing else matters. Only the here and now. It reminds me of the little girl with the big voice standing on the cruise ship stage singing her heart out. That little girl was a twelve-year-old Amanda Bergman, who ended up winning the karaoke competition despite not appearing in the final – she had to answer the call of nature and was forced to leave the stage before it started.

I raise the volume on the stereo a little more. I drive on white gravel roads, out towards the island's weather-beaten coastline in the hope of experiencing what Amanda described with such passion earlier in the day: that all too fleeting sense of freedom. A moment where I'm all that matters. Here on Gotland, I can stop. I can rewind the tape of my life and search deep within myself. Like an Ingmar Bergman film where I play the lead. I have found my place. Lights, Camera, Action. ■



MORE AMANDA BERGMAN FROM GOTLAND

Get to know Amanda better, and listen to her song "Falcons", on My Volvo Magazine iPad/Android or volvocars.com



PHOTO: WHITE

KIRUNA 4-EVER

FLAT-PACKING THE FUTURE OF SWEDEN'S NORTHERNMOST CITY

The people of Kiruna had a problem. On the surface, everything appeared to be fine. But deep down, the strain was starting to show. Decades of iron ore mining had left their city, quite literally, on the verge of collapse. Unless something drastic was done, the same industry they had built their entire world around was going to destroy it. Now, after ten long years of discussion and debate, a solution has been found. However, it's probably not the solution you were expecting.

GHOST TOWNS. We've all seen the pictures in National Geographic. Places once filled with people and purpose, now deserted and decaying with no hope of reprieve. But what causes a town to fail: bad city planning, a bad time for the economy? For the residents of Kiruna, it's none of these things. Instead, their city is under threat from the local iron ore mine, which is slowly swallowing up the ground beneath the city streets, causing buildings to crack, crumble and collapse. Eventually, the entire town will disappear below ground.

Located 145 km inside the Arctic Circle, Kiruna is Sweden's northernmost city and home to one of the largest iron ore deposits in the world. For over a hundred years the gargantuan mine, which produces enough iron to build six Eiffel Towers a day, has been the city's lifeblood. But now, the same mine is bringing about its downfall. To save Kiruna from itself, it's been decided that the entire town should be relocated 3 km to the east. From there a new town will be built, gradually expanding eastwards, safely away from the jaws of the mine. It is a move of almost biblical proportions.

But these aren't ambitious plans for an impossibly distant future. Work on the new town square has already begun. Twenty buildings of historical and cultural significance have been selected and will, in typically Swedish style, be dismantled, flat-packed and transferred to the new town where they will be reassembled exactly as before. These buildings will not only be a welcome reminder of Kiruna's past, they will also be inspirational keystones upon which Kiruna's future will be built.

The plan, however, is not just to build an exact replica of Kiruna a few kilometres down the road – the new town will actually bear little resemblance to the original. Instead, the entire project is being viewed as a unique opportunity for this unassuming Arctic mining city to reinvent itself an innovative, forward-thinking model of sustainability. A number of energy-saving ideas and initiatives are already in place, including a huge salvage yard, where materials left over from recently demolished homes can be gathered, recycled and used in the construction of new buildings. There are also ambitious plans to warm Kiruna's homes using leftover heat from the nearby mining factory – a welcome addition in a place where the temperature in winter struggles to crawl above -15C.

Another pioneering project is the construction of the world's first passive house (a truly sustainable building concept) in an Arctic climate.

As well as making the city of Kiruna as sustainable and environmentally friendly as possible, the architects responsible for the new design also want to create a desirable and enjoyable place to live. They hope that a wide range of state-of-the-art culture and leisure facilities will both attract newcomers to the area and encourage young people who would normally have moved away to stay and build a life in Kiruna instead.

Of course, some things will be lost along the way. Memories attached to a certain time or place can't be recreated or replaced. However, there's so much to be gained. This is a once-in-a-lifetime opportunity for a town on the verge of disappearing to live again. A place where new opportunities are waiting to be grasped and new memories waiting to be conjured up. Long live Kiruna! ■

INNOVATIONS DESIGNED TO STAND THE TEST OF TIME VOLVO AND SUSTAINABILITY

From the creation of the revolutionary Lambda Sond catalytic converter to our new generation of Drive-E powertrains: at Volvo, everything we do is geared towards creating a sustainable future and a cleaner environment. By developing energy-efficient cars, keeping cleaner factories and using 85% recyclable materials in every Volvo model, we can help protect the world we live in today while preparing ourselves to face the challenges of tomorrow.

- Lambda Sond – the Lambda Sond catalytic converter, introduced in 1976, was a true world first. It contained a ceramic 'honeycomb' covered in precious metals, which converted harmful exhaust gases into harmless substances already found in the air.
- Drive-E powertrains – Our new Drive-E powertrains give you superb handling and exhilarating performance with low fuel consumption and low emissions.
- Plug-in hybrids – Plug-in hybrid technology lets you enjoy the benefits of an electric motor and a regular engine: outstanding fuel economy, ultra- low emissions and excellent performance.
- Self-driving cars – Autonomous driving will help eliminate traffic jams, reduce emissions and lead to cleaner, less congested city living.



YOUR OWNERSHIP, MADE SIMPLE.

I'd always thought that when you bought a car all you really needed to get you started was a set of keys and a quick glance at the owner's manual. How wrong I was. It turns out owning a car is actually quite a complicated business. Luckily, help was at hand. A helpful soul pointed me in the direction of My Volvo and, before long, owning a car seemed a lot less complicated and a lot more fun. Just the way it should be.

TEXT // KENNETH ANDERSON

I have a confession to make. I can't read owner's manuals. Of course, I can read them. I'm familiar with the letters used, I understand the words they form and I can just about make sense of the "simple" little diagrams. It's just that, well, they're a bit boring. It doesn't matter what they're explaining – it could be a food mixer or a time machine – as soon as my eyes fall upon the contents page, I just want to fall asleep.

The downside of this lifelong aversion to all things "instructional", however, is that I never really seem to get the best out of anything I buy. So when I bought my Volvo V40 Cross Country, I told myself that this time things would be different. This time, I would get the most out of my purchase – even if it meant reading the manual. So imagine my joy – and relief – when I discovered that my car came with a free online "accessory" called My Volvo. It turned out My Volvo was my own personalised online ownership service. What's more, it could provide me with everything I needed to "get to know – and get the most out of – my car". This sounded like my kind of accessory.

My car wasn't being delivered for a few weeks, but as I had already been given my Volvo ID, I decided to log in and take a look around. It was a nice surprise to log in and be greeted with a picture of my newly ordered V40 Cross Country – Flamenco Red, in case you were wondering. On the same page were a lot of different options: my car, my news and offers, my Volvo dealer, exclusively mine. Everything felt very personal. "Nice touch", I thought. There were a couple of highlighted articles that caught my eye. I clicked on one entitled "The flying brick" and read an interesting story about how the Volvo 240 Turbo – affectionately known as "the flying brick" – reigned over the race racks of Europe in 1985.

I also noticed an option called "Track your order". I clicked on it hoping to find some info on the order status of my car – and, hey presto, there it was! A complete timeline explaining each stage of the order process in great detail – from the moment my Volvo was ordered, right through to final delivery. I think I must have checked this section every day until my car arrived at the dealership.

I've had my V40 Cross Country for a year now, and I find that the time I've spent on My Volvo has really helped me enjoy my car a lot more. What I like most about the site is the balance between pure ownership information and services, such as being able to book a service online, and more enjoyable lifestyle articles and films about subjects you wouldn't necessarily expect to find on a car ownership website. I certainly didn't expect to log in and find a film about how Volvo is developing an on-board safety system that helps drivers in Australia avoid kangaroos.

I'm also grateful to My Volvo for helping me overcome my aversion to instruction manuals. The short, helpful information articles and digital support pages have all helped me find features and functions I would, otherwise, never have known existed – the rain sensor being a particular favourite. Now, where did I put the manual for that food mixer?

Sign up for My Volvo today volvocars.co.uk/myvolvo

5 HIGHLIGHTS

NO.
01

THE PERSONAL TOUCH

The articles, offers and information on My Volvo are always relevant to my car and of interest to me as a Volvo owner. It actually feels like they've been specifically selected with me in mind. You can't underestimate the power of the personal touch.

NO.
02

ONLINE SERVICE BOOKING

Online Service Booking is so simple and convenient. Using my laptop, desktop or mobile device takes no time at all. Plus I can provide the workshop with all the information they need in advance to help ensure my service goes as smoothly as possible.

NO.
03

HELPFUL INFORMATION

Not everyone has the time to read their owner's manual from cover to cover. So it's great that someone has thought to fill My Volvo with helpful information and useful tips, which are both easy to understand and easy to find.

NO.
04

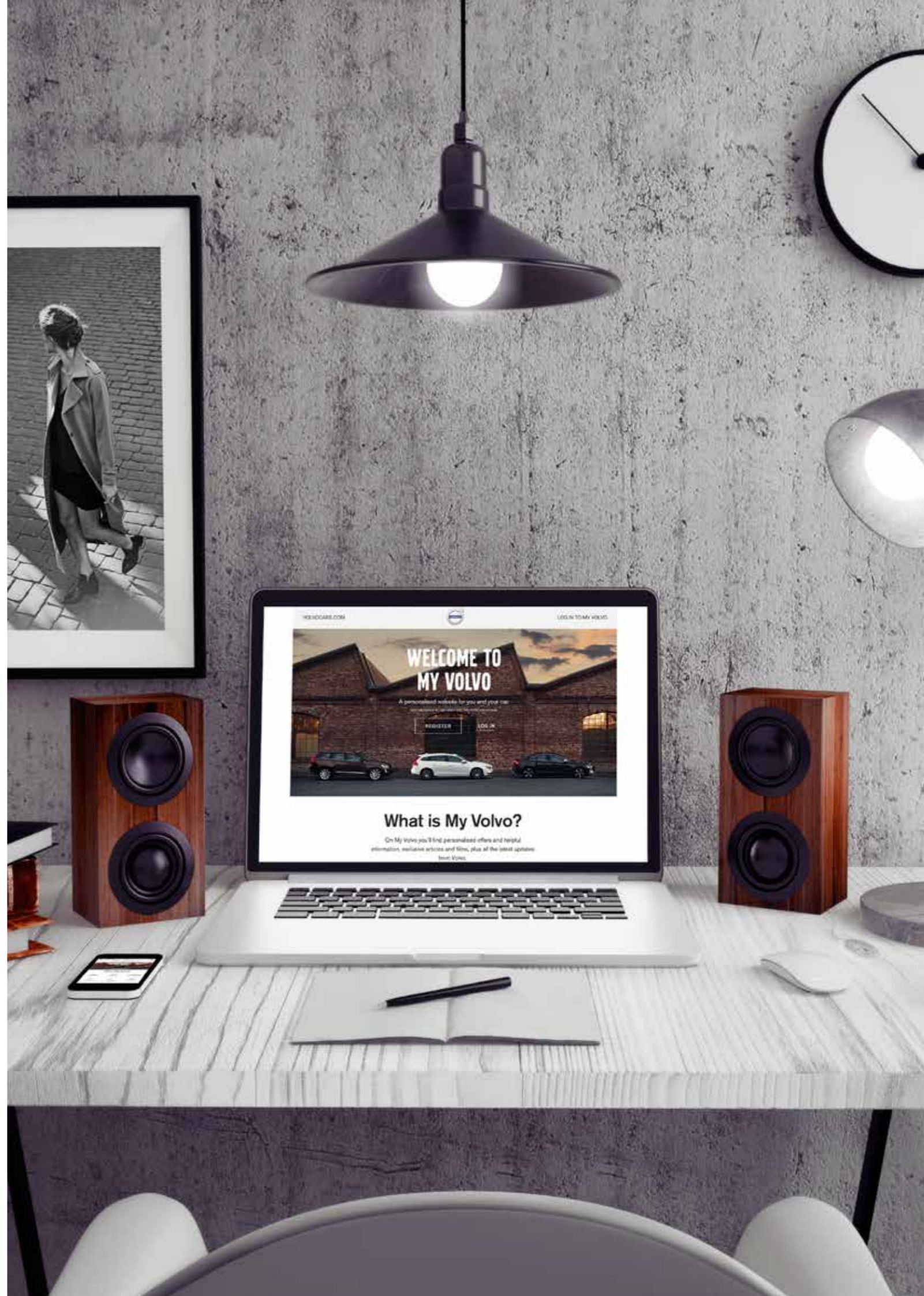
TEST PANELS

I really like the "We test" series, as you get to see real Volvo drivers testing out Volvo features and functions in real-life situations. Even if your car isn't fitted with that particular function, it's still interesting to see what innovations Volvo has been working on.

NO.
05

EXCLUSIVE OFFERS AND COMPETITIONS

Every so often I receive exclusive special offers on services or accessories – there's even exclusive My Volvo competitions. I don't always take up the offers but I always enter the competitions. Haven't won anything yet, though. Still, it's nice to be asked.



A WORLD OF INNOVATION

MEET THE VOLVO VISIONARIES IN CHARGE
OF SOLVING SOCIETY'S RIDDLES

Picture yourself sitting in front of your TV with a remote control in each hand. One lets you surf through the channels, while the other folds in the side mirrors on your Volvo. Handy, eh? Imagine knowing when a particular part in your car needed replacing – without having to visit the workshop? Convenience personified. What about a quiz app that asks you questions about the town you're driving through – as you drive through it? Fun for all the family. Well, these are just some of the innovations currently being tested by Volvo Cars. But don't worry if they don't appeal to you, there's plenty more where those came from.

"Every innovation Volvo has created – or is in the process of creating – has been inspired and driven by the same goal. We want to create something useful for our customers, using their well-being as both our starting point and inspiration. "These are the words of Karin André, Director of Volvo's Corporate Innovation Office.

When Volvo's inflatable child seat concept was presented to the public a couple of years ago, its innovative design gained international recognition. This compact little creation weighed a mere five kilos, was capable of self-inflating in less than forty seconds and could fit neatly inside a normal-sized rucksack when not in use. The inflatable child safety seat is just one of many successful innovations to have come from Karin and the team at Volvo's Corporate Innovation Office.

"We are always curious and open to new ideas," she continues. "We get a lot of information, not to mention inspiration, from studying trend reports, customer behaviour and the challenges facing society – both today and in the future. Most of our ideas, however, come from within. From our dedicated colleagues around the world." In order to gather together all the different ideas from all over the world, Volvo organises an annual global innovation week known officially as Innovation GiG – Global Idea Generation. "Innovation GiG is all about collecting ideas from our different departments around the world and cross-fertilising them. Then we allow them to grow. Thousands of people take part. And when it's over, we usually have several hundred new ideas that we can take back to our labs and start working on. If we discover an idea with real potential, and which measures up to our demands, then we take it to the next stage of development."

There are certain types of challenges, however, that Karin and the team at Corporate Innovations especially love trying to solve. These are the challenges that affect society as a whole.

"The most interesting projects are the ones that try and solve one of society's problems. Where we take a challenge society is currently facing and, instead, turn it into an opportunity. We have actually just started working on such a project. The goal is to investigate and discover ways in which we can re-use materials and products that we no longer use in our cars."

They say that when you work with what you are passionate about, it isn't work at all. It's a pleasure. And as Karin and her dedicated team start work on their next project, I'm sure they would heartily agree. I don't know about you, but I can't wait to see what they come up with next?

VOLVO INNOVATIONS: THE FUTURE IS NOW!

When it comes to making the lives of Volvo drivers safer, simpler and better, Volvo has never been afraid to explore the possibilities offered by the latest technology. And as technology gets more advanced, the possibilities for a better life on the road have never been greater or more exciting. Let's take a look at the latest Volvo innovations that will be coming to car near you – soon!

MICROSOFT BAND 2 People have been talking to their cars for years. But nobody has ever expected their car to respond. Well, that's all about to change. Volvo and Microsoft have created Microsoft Band 2: a wearable device with the appearance of a sleek digital watch, which you can use to communicate with and control your car remotely using only your voice. Imagine sitting in a café on a cold day and being able to tell your Volvo to switch on the heater in advance, or programming your on-board navigation system from the comfort of home. You can even ask if you've locked the doors as you're walking away from the car.

CONCEPT 26 Named after the average amount of time drivers spend on their daily commute, Concept 26 is the result of Volvo's pioneering work into autonomous driving and features three individual modes: Drive, Create and Relax. When the driver wants the car to take over driving, they select one of these modes. Once the mode has been selected the steering wheel retracts, the seat reclines and a large display emerges from the dashboard, allowing the driver to enjoy their commuting time their way. For extra safety, an all-new patented seat design actively cradles the driver once the transformation phase begins.

HOLOLENS Created by Volvo and Microsoft, HoloLens is a powerful wearable computer that mixes holograms into the physical world, potentially changing the way customers buy cars. Now, customers will be able to see their chosen Volvo model as a life-sized hologram in front of them. They can then use HoloLens to explore different colours, trims, rims or get a better understanding of the features, functions and services available. HoloLens was even used to let journalists experience the new Volvo S90 sedan in 3D before the car had even been built and launched.

STATE-OF-ART CHASSIS SIMULATOR Did you know that Volvo now uses the world's most advanced chassis simulator to help develop the next generation of Volvo cars? The simulator means more freedom to innovate in concept development and offers thrilling virtual test environments such as Germany's famous Nürburgring Grand Prix race track. It also allows Volvo Cars to conduct extremely early stage developmental work on high-speed stability, balance and individual drive mode settings, which will lead to cars that are more responsive, more rewarding and more fun to drive.



12

PASSIONATE PEOPLE

A LIFE LESS COMPLICATED

VOLVO PERSONAL SERVICE

The working week is getting longer. Our diaries are filling up as fast as our inboxes and our mobile phones just won't leave us alone. Now these aren't necessarily problems, they're just part of modern life. But still, wouldn't it be nice if we could make the everyday just a little less complicated? Don't worry. We're working on it. With the introduction of innovative new services such as Roam Delivery and, of course, Volvo Personal Service, we aim to make your Volvo an oasis of simplicity and calm that will allow you to take on modern life on your terms.

VOLVO PERSONAL SERVICE

Everything about Volvo Personal Service has been designed to make your life simpler and help you make the best use of your time – from how we take care of your car to how we take care of you while the work is being carried out. When you arrive at the workshop, you'll be assigned your very own Personal Service Technician. Your technician will be responsible for every stage of the service procedure and will meet you each time you visit the workshop. This will give you the chance to really get to know and trust your technician, while they'll get the opportunity to really get to know your car. This means less time spent in the workshop and more time spent on the road where you and your Volvo belong.

Volvo Personal Service also helps you make the best use of your time because of a new approach to how the work on your car is carried out. Now, our expert technicians work together in teams – like a racing car pit stop – which helps us deliver a higher standard of service in less time than ever before. In fact, most jobs will be completed within the hour, which means instead of driving back and forth between work and the workshop you can choose to spend your time in one of our comfortable Living Rooms instead. Here, you can enjoy a genuine Swedish 'fika' with a coffee and a tasty pastry, or take advantage of the free Wi-Fi to surf the web or catch up on some work. Either way, with Volvo Personal Service, how you choose to spend your time is entirely up to you.

VOLVO IN-CAR DELIVERY

The birth of Internet shopping has ushered in a comfortable and convenient new era of consumption. Saturday afternoons spent exploring town centres have been replaced by 24-hour, online shopping centres and bottomless virtual shopping carts. But in our never-ending quest for convenience, new problems are created just as easily as old ones are solved. Namely, when it comes to online shopping, who's going to stay home and wait for the



postman? Thankfully, Volvo has been working on an alternative solution – it's called Volvo In-car Delivery.

The idea behind Volvo In-car Delivery is that instead of using your home or workplace as a delivery point, you can now arrange to have parcels delivered directly to your parked car. Designed around existing Volvo on Call technology and currently being piloted in Gothenburg, Volvo In-car Delivery provides couriers with the location of your Volvo and a digital key, which grants them one-time access. This digital key allows the courier to open your car and leave your parcels inside.

Before the parcel is shipped, you will receive a message asking if you are willing to accept

the delivery. Once you have agreed, Volvo sends a unique digital key to the delivery company. This digital key shows the location of your Volvo on a map as well as GPS coordinates. It also contains other helpful information, such as car model, colour and licence plate number to ensure there are no mix-ups. Once your car has been unlocked using the one-time digital key, and the parcels successfully delivered, your car automatically relocks and sends you a message to confirm that your parcel has been safely delivered.

REMOTE DIAGNOSTICS

But what time saving, life-simplifying innovations has Volvo got up its sleeve for the future? One very exciting project currently in development is Remote Diagnostics: a project that will enable Volvo technicians to remotely diagnose problems in your car from the workshop. Using Remote Diagnostics, your technician will be able to tell you whether you should come to the workshop straight away or whether you can safely continue driving until your next scheduled service. Whatever the diagnosis, you'll either have saved yourself a trip to the workshop and received some welcome reassurance, or you'll have provided your local Volvo workshop with all the information they need to have the right parts ready in advance, so your repairs can be carried out as quickly and efficiently as possible.

The question is, what's next in the search for simplicity and a life less complicated? The way things are progressing, we won't even have to visit the workshop soon. Remote Repair, now there's an idea. I wonder if anyone is working on that?

THE PERKS OF OWNING A VOLVO

Read more about the wide range of Volvo services at volvocars.co.uk

SELECTED

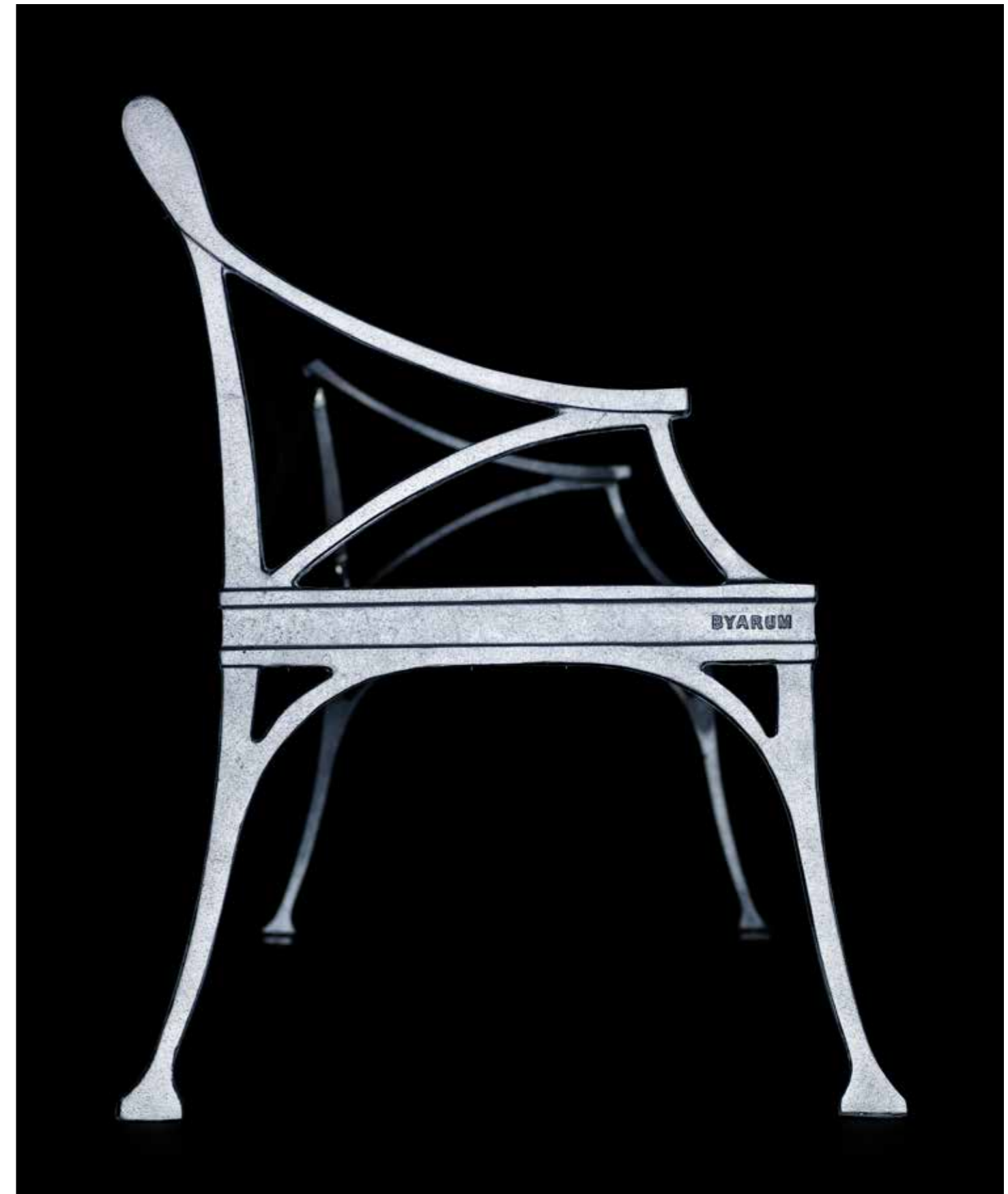
1. AMAZON POSTER £17.85 2. VOLVO RIDER XC COUPE (Available in August) £136.80 3. LEATHER BRIEFCASE, black & cognac £274.05 4. LEATHER WEEKEND BAG, black & cognac £365.55 5. THE STORY OF VOLVO CONCEPT CARS £27.00 6. EXCLUSIVE MODEL, ESTATE £51.65 7. EXCLUSIVE MODEL, SEDAN £51.65 8. LEATHER BELT, black & cognac £54.55 9. LEATHER KEYRING, black & cognac £22.40 10. LEATHER LAPTOP SLEEVE, black & cognac £109.35 11. LEATHER TRAVEL WALLET, black & cognac £100.20 12. LEATHER PASSPORT SLEEVE, black & cognac £45.30 13. LEATHER CARD HOLDER, black & cognac £45.30 14. P1800 POSTER £17.85

Prices correct at time of printing May 2016.

www.collection.volvocars.com



Craftsmanship designed to last a hundred years. And a hundred more.



GRAND PUBLIC PHOTO SAM SVEN



PARK BENCH LESSEBO

At Byarums Bruk, we believe things should be built to last. Our manufacturing heritage is built on this belief and it continues to shape our future. We only cast in recycled aluminium – a material that can be used again and again, generation after generation. The passing of time gives us perspective and is a proud hallmark of our products.

Byarums Bruk

www.byarumsbruk.se

VOLVO AND POLESTAR FINE-TUNING THE FUTURE OF PERFORMANCE

With the limited edition Volvo V60 Polestar, Volvo has created a thrilling, everyday driving experience. And with more Polestar products in the pipeline, plus the new generation Polestar Performance Optimisations, the future of high-performance road cars has never felt more dynamic.

Today, people are discovering their inner passion for performance and want it reflected in how their cars handle, look and feel. So when it came time to design the Volvo V60 Polestar, it was decided that these would be cars for people who share Polestar's passion for performance and for whom driving really matters.

But taking a car born on the racetrack and re-developing it to create a high-performance road car capable of driving all year round, on all roads, in all conditions was no simple task. It took years of continuous development before Volvo and Polestar achieved the levels of performance, safety and durability they demand – and their drivers expect.

Key to the development of the Volvo V60 Polestar was the work done on the chassis over thousands of test kilometres in Europe – from the relentless roar of the autobahns in Germany, to the winding mountain roads of southern Spain, all the way up to the freezing cold of northern Sweden. Equipped with 80% stiffer

springs, tailored Öhlins shock absorbers and 20" Polestar rims, the upgraded chassis was designed to deliver a precise, yet comfortable ride.

The T6 engine was redeveloped with a new twin-scroll turbo, while the automatic gearbox, traction control system and Polestar-developed Borg Warner four-wheel drive system were recalibrated to provide an active driving experience and optimal grip in all conditions. The brake system was also substantially modified with ventilated front discs and six-piston Brembo calipers to guarantee a consistently high level of braking performance on all surfaces.

All in all, in our quest to create a high-performance road car capable of living in the real world, we have taken a major step forward in all areas. But for those of you who can't wait to inject a little extra excitement into your everyday driving, there is the new-generation Polestar Performance Optimisations for Drive-E engines – Volvo's latest and most advanced drivetrain ever. And to complement the new generation of performance software, Polestar is releasing unique Polestar Performance parts.



PASSIONATE ABOUT PERFORMANCE?

Find out what Polestar Performance Optimisations are available for your car at polestar.com

MADE TO PERFORM POLESTAR PERFORMANCE PARTS

In order to offer Volvo drivers even more driving pleasure, Polestar has introduced an exclusive line of high-performance products in the form of Polestar Performance Parts. Developed and tested together with Volvo Cars to the same high standards as all other products, Polestar Performance Parts are available as a Complete Package that includes chassis parts, rims and tyres, intake and exhaust, as well as exterior and interior parts. These components create a more compelling driving experience, especially when they are combined with Polestar Performance Optimisation.



Polestar Performance Parts are available for current generation models: Volvo V40, Volvo S60, Volvo V60 and Volvo XC60. However, further Volvo models will be included in the range in due course.

You can explore the Polestar Performance Parts available for your car at www.polestar.com/intl/products/parts/.



THE POLESTAR PERFORMANCE PARTS PACKAGES AVAILABLE ARE:

Chassis Package – shock absorbers, springs, strut bar. **Intake and exhaust package** – Sports air filter, 2.2" stainless steel exhaust, diffuser. **Wheel package** – 21" lightweight rims for XC60. 19" lightweight rims for S/V60 and V40, high performance tyres. **Interior parts** – Door sills, gear knob, sports pedals and footrest **Exterior parts** – Rear spoiler, black side mirror caps, lower door décor, lower door panel, boot handle.

VOLVO SERVICE PROMISE OUR SERVICE. DESIGNED FOR YOU.

Owning a car shouldn't be complicated. It should be as easy and enjoyable as possible. So we've created a unique service that includes everything you need to get the most out of life with your Volvo. We call it the Volvo Service Promise – and it guarantees an unbeatable combination of quality, reassurance and expertise.

PERSONAL SERVICE CONTACT We'll introduce you to your very own personal service contact who will answer any questions you may have about your car, and be there to offer advice and support if you need it.

ALTERNATIVE TRANSPORT There's no reason why you should have to change your schedule just because your car's in for service. We'll always offer alternative transport so you can get on with your day.

HEALTH CHECK Our expert technicians will carry out a thorough inspection of your car's safety systems, as well as checking the status of your battery. Just to be on the safe side.

CAR WASH After every service we'll clean your car inside and out. So when you pick it up, it will look just as good as it feels to drive.

SOFTWARE UPDATES We're continually improving the software for our cars. So to make sure you're always equipped with the latest version, we update the software in your Volvo during every service.

EXTENDED VOLVO ASSISTANCE Volvo Assistance offers round-the-clock protection against everything from accidents and breakdowns to a lost set of keys. After every service, we'll extend your Volvo Assistance for one year at no extra cost.

VOLVO GENUINE SERVICE You can only enjoy Volvo Genuine Service at a genuine Volvo workshop. A unique combination of expert technicians, innovative Volvo work methods and Volvo Genuine Parts.

VOLVO PRICE PROMISE Before your service, all costs will be clearly explained before any work starts. We will also match any like for like written quote for a Volvo Service using the correct oil and Volvo genuine parts from any garage within 5 miles.

To find out more about Volvo's Service Promise, visit volvocars.co.uk/servicepromise



DESIGNED TO STAND OUT

THE NEW VOLVO V90 AND S90

Sometimes, the best way to stand out from the crowd is to simply be yourself. To embrace the culture you come from, take what makes it special and use it to make yourself unique. This is the approach Volvo took when designing the new S90 and V90. And this is why you will find a little bit of Sweden in every innovative function and beautifully simple design feature. These are cars that know where they come from. And love to stand out.

It was no coincidence that as soon as Volvo began to fully embrace its proud Scandinavian heritage, its cars appeared more confident, more natural and more comfortable in their own skin. Here was a stunning range of designs that not only paid tribute to a glorious past, but also pointed the way forward to an exciting future filled with possibilities. And there is no better representation of this glorious new design language than the new Volvo S90 and Volvo V90 – cars Thomas Ingenlath, Volvo Cars' Senior Vice President of Design, describes as effortlessly capturing "the beauty of simplicity". But how do designs this beautifully simple manage to capture the essence of a culture so successfully? The answer: a whole lot of teamwork.

"You have to work with colleagues in the electronics department, communications, everywhere," says Thomas Ingenlath. "Otherwise the product experience will be a very limited one." But it wasn't just this new holistic approach that led to the elegant, yet powerful appearance of the new S90 and V90. Volvo's new Scalable Product Architecture (SPA) allowed the designers to push the boundaries of exterior design in a way that wasn't possible before. This resulted in two premium cars with more powerful and authoritative proportions.

And it was this focus on getting the proportions just right that was fundamental to creating cars with a solid and confident character.

In the interiors of both the S90 and V90, every effort was made to recreate the light and airy feeling of space that you would find inside a typical Swedish home. "People are captivated by the idea of a Scandinavian sanctuary," explains Tisha Johnson, Volvo Cars' Senior Design Director. "Swedes desire wide, open spaces. We bring this to our cars by using panoramic roofs and materials that are light and natural."

Attention to detail is evident throughout the interiors of both cars. And everything has been done to create a luxurious driving experience – from the ergonomic front seats, designed to provide extra support for those travelling in the front, while providing extra legroom for those travelling in the rear, to the innovative use of authentic Swedish materials, such as leather and wood, to create a very natural kind of 'bling'.

The reason behind the selection of these materials is best explained by Tony Baho, senior designer in charge of colour and material at Volvo Cars: "Our heritage in Sweden is linked to materials," says Tony. "A big part of the

Zen-like feeling lays in the materials, which radiate an inviting calm. It's not just the product, it's the feeling it gives you." And the feeling Tony refers to is not designed to be fleeting. The sensation of driving the new S90 and V90 is one that has been designed to last a lifetime. In fact, Thomas Ingenlath describes this sensation perfectly: "It's about having a car that you are not just excited about when you buy it. It's about having the same feeling after six months, a year and into the future."

And it's this feeling of enduring appreciation that is the hallmark of the new Volvo S90 and V90. One may be a modern saloon, the other a modern estate, but both share the same feeling of timeless design inspired by the unique culture they come from.

It's about having a car that you are not just excited about when you buy it. It's about having the same feeling after six months, a year and into the future.

THOMAS INGENLATH // VOLVO CARS'
SENIOR VICE PRESIDENT OF DESIGN



When you
change the
way you look
at things, the
things you look
at change.

20

PEOPLE IN ODD PLACES

ADVENTURE IS EVERYWHERE

ANNELIE POMPE, ADVENTURER AND ATHLETE
For Swedish athlete, Annelie Pompe, adventure can be found anywhere – from dizzying mountain peaks to the depths of the ocean floor.

Inspired by a profound respect for life, which could easily be mistaken for reckless abandon by those of a less adventurous disposition, Annelie is not only a record-breaking freediver, she's also a fearless climber who holds the honour of being the first Swedish woman to reach the summit of Mount Everest from the north side.

But when it comes to tracking down new adventures, Annelie doesn't limit her search to the great outdoors. In fact, she believes the greatest adventures in life are to be found deep within ourselves.

"My two favourite sports, mountaineering and freediving, are connected by adventure, freedom and a love of nature. But over the years, I've discovered that the biggest adventure of all is not outdoors – instead, it's inside us."

For Annelie adventure isn't simply about chasing the next adrenaline rush, it's about having the right attitude. By choosing to view potential problems as new adventures instead of stumbling blocks, Annelie has successfully reached the summit of the mountaineering world and, as a world champion freediver, gazed upon underwater treasures most of us can only ever dream about.

So the next time you go looking for adventure, take a leaf out of Annelie's book and keep your eyes and mind wide open. Because you never know where you might find it.

PHOTO: SHAUN BLUE



THE PASSENGER

SWEDEN REFLECTED IN CHICAGO'S EYES

TEXT / PHOTO // ULRIKA HAMRÉN / JENS LORENSSON & CARL JOHAN ENGBERG

The connection between Chicago and Sweden runs deep. Like a brother and sister who have chosen different roads to follow but whose shared past forms an unbreakable bond. And when looked at together, you can still see the family likeness in their faces, the way they speak and the values they hold dear.

No wonder – Swedes literally helped build Chicago. So many emigrated here that in the early 20th century, more Swedes lived in this city than any other outside of Stockholm. They were respected here as skilled carpenters who built roads, houses and shops.

I was curious to see how much of that history remains today. And as a Swede myself, I wanted a new perspective on my home country – to see it through another's eyes. So I set out to tour Chicago and meet new people. And those I met would get a chance to experience a bit of modern-day Sweden by riding in a Volvo XC90 – a car made in my hometown of Gothenburg.

If there's a heart of Swedish culture in Chicago, it must be the historic neighbourhood of Andersonville. Founded on Chicago's North Side, it quickly became a refuge for Swedish immigrants after the Great Chicago Fire of 1871. The influx was sudden and extreme – by about 1930 a fifth of the residents were first-generation Swedes.

As we drive through Andersonville today, Sweden's mark is on everything. From the konditoris, selling only Swedish pastries and delicacies, to Swedish specialty shops, churches and even the Swedish American Museum. Surrounded by so many cultural reminders of Sweden, I begin to look forward to sharing my Volvo XC90 with Chicago residents. To me, this car and Sweden are as linked as Midsummer and the maypole, or Christmas and glögg (mulled wine). I wonder what associations it will bring for them.

RELAX DOWNTOWN

The first Swede said to have settled here, in 1845 or '46, was named Gustave Flack. He established himself as a merchant and wrote letters praising Chicago to family and friends back in Hälsingland, Sweden – letters that inspired many other Swedes to make the long, dangerous voyage across the Atlantic. It was a voyage that claimed many lives, including Gustave's



eventually. Just two years after settling in Chicago, he died on his way back to visit relatives in Sweden.

As I think about this, I am again grateful for modern conveniences like Skype (incidentally a Swedish invention) that make keeping in touch with loved ones so easy. I'm reminded that much of the pleasure in today's world comes from these little technologies we so often take for granted.

I say this to Nate and Carlos, the first two Americans I invite to ride with me. They're technology buffs who work at America's largest cellular provider testing new innovations daily. As they drive the XC90 through a busy downtown, car horns blend and swell to create a constant dissonant orchestra. You could say that Chicago traffic is aggressive. "It's frightening that today's cars are almost smarter than humans. Soon you'll be able to sit in the car while it drives you exactly where you want," says Carlos.

Nate has a different take. "The nicest thing about a car that's loaded with smart technology is knowing that it lets you do the opposite – log out and relax from all the stress. Just turn on the stereo and sit in a comfortable car all to yourself," he says.

RESTLESS LEGS ON THE DOG BEACH

The largest city in the Midwest, Chicago is what you make of it. You can choose to remain quietly anonymous or dive headlong into the fray. Look in any direction and you'll find urban attractions that rival those of New York,

but with a more down-to-earth attitude that can only be described as Midwestern. Vibrant and international, Chicago hosts a lifetime's worth of world-class food, music and nightlife, all nestled on the shore of Lake Michigan. The many parks and miles of walking paths along the lake are fantastic for guests who want to be active, while the exclusive shops and restaurants downtown attract those with a taste for the refined.

We get some tips on restaurants and comedy clubs to visit from Taylor, a dog-owner, blogger and comedian who moved to Chicago from Nebraska five years ago.

"If I don't make it as a comedian, I'll become a truck driver. Harlow, my dog, loves life on the road." Taylor says from the driver's seat. We're heading to Montrose Harbor Dog Beach to let Harlow run free for a while.

"Winter in Chicago is horrible, so to pass the time we drive a lot that time of year. Harlow and I usually make the nine-hour drive to Nebraska then, and it's really important that he can travel safely in a dog gate in the back," Taylor says, and turns toward the beach.

MOBILITY IS KEY

Not far from the dog beach is Rose Hill, one of Chicago's most beautiful suburbs. P.S. Peterson, a Swede, started Rose Hill Nursery here in 1856. In less than 50 years' time his company had delivered hundreds of thousands of trees, not only to Chicago's parks and streets but all over the United States.

If I don't make
it as a comedian,
I'll become a
truck driver.
Harlow loves life
on the road.



Although the number of Swedish-speaking families in Chicago has dwindled, there are still clear traces of Sweden remaining. People are more familiar with Swedish cultural staples like Midsummer, the Christmas celebration of Lucia and those afternoon coffee breaks called fikas today than they were fifty years ago. But perhaps the biggest associations people make with Sweden are a high standard of living and a deep commitment to the environment.

"And safety. For me, Sweden is Volvo, and two things Volvo stands for are intuitive design and innovative safety," says Andrew, a car enthusiast, as he drives out of Klairmont Collectors parking. "Mobility is key. Today's cars do everything for us, so much so that we don't have to do much ourselves. We no longer need to be involved in actual driving, if we don't want to. I do, though – I love sitting here in the cockpit and I can't wait to see what cars will be able to do next," he says.

AN ITINERANT WORLD

Another who associates Sweden with safety is Leah, an outdoor enthusiast. "My dad had a Volvo when I was little. It was from the '80s but lasted until I became an adult. To me that shows what a reliable and safe car it was," she says.

Now that she's grown up, Leah spends her time seeking new adventures. And she finds a wealth of them at her doorstep. "Although Chicago's a big city, it offers so many great opportunities for outdoor activities. Mountain climbing, cycling and kayaking are all possible here," she says, as she takes us to Maggie Daley Park for a quick course in bouldering.

After all the excitement, it feels suddenly exotic to buy something as mundane as bread. So we get some Swedish crisp bread and lingonberry jam from the Swedish Bakery in Andersonville. Sitting in the car and looking out over Lake Michigan, Sweden feels closer than ever. We turn on Spotify, a Swedish music-streaming service, and melodies from Gothenburg bands fill our ears. Rainbow-coloured candies from Ikea sit on the dashboard, bringing back a flood of childhood memories. I remind myself to call my family on Skype a little later, but for now I'm taking the opportunity to sit and enjoy the moment. Here in Chicago, Sweden is truly alive and well. ■

GET TO KNOW CHICAGO BETTER

Meet the people of Chicago and hear their stories on My Volvo Magazine iPad/Android.



GOING PLACES.

To help you and your passengers make the most of the summer ahead, we have created a range of accessory packs. So, whether you're a cycling enthusiast, an outdoor adventurer or love taking road trips with man's best friend, we've got an accessory pack that will add something extra to life with your Volvo.



TOWBAR CYCLING ACCESSORY PACK £1,315 XC90 £1,675
The Volvo Towbar Cycling Accessory Pack gives you an easy way to take your bikes wherever you want to – at the same time as keeping them and your car safe and sound.

Detachable towbar
Towbar bikerack (From 2–4 bicycles)

Dirt bumper cover
Reversible cargo/luggage mat

ROOF MOUNTED CYCLING ACCESSORY PACK £420 XC90 £555
The Volvo Roof Mounted Cycling Pack makes it easy to carry your bike wherever you want to, without damaging your interior.

Load carrier
Roof bicycle carrier

Dirt bumper cover
Reversible cargo/luggage mat



TOWING ACCESSORY PACK £1,125 XC90 £1,585
The Volvo Towing Accessory Pack adds another dimension to your car, giving you a great deal of freedom and flexibility.

Detachable towbar
Mud flaps
Dirt bumper cover

Rubber floor mats
Moulded plastic compartment cover



PET ACCESSORY PACK £770 XC90 £1,015
Volvo cars are designed with every family member in mind – including family pets. Our Pet Accessory Pack does two important jobs: it helps keep your pet safe and your car clean.

Doggate
Protective steel grille
Load divider

Dirt bumper cover
Rubber floor mats



OUTDOOR ACCESSORY PACK £355 XC90 £655
Whatever your lifestyle, your Volvo plays a big part in it. And if you enjoy the great outdoors, you'll want to keep your Volvo looking good whatever you throw at it. Our Outdoor Accessory Pack will help you do just that.

Rubber floor mats
Protective steel grille

Dirt bumper cover
Reversible cargo/luggage mat



STORAGE ACCESSORY PACK £845 XC90 £1,175
Your Volvo has been designed to make your life easier and more enjoyable. Whatever your lifestyle, these transport and storage options will add to the richness of your Volvo experience.

Load carrier
Sport time roofbox
Dirt bumper cover

Reversible cargo/luggage mat
Protective steel grille

! PRICES INCLUDE FITTING AND VAT. PLEASE NOTE NOT ALL VOLVO ACCESSORIES ARE AVAILABLE FOR ALL VOLVO MODELS. PLEASE CONTACT YOUR LOCAL VOLVO DEALER OR VISIT VOLVOCARS.CO.UK/ACCESSORIES TO FIND OUT IF A PARTICULAR ACCESSORY IS AVAILABLE FOR YOUR VOLVO.



TIGER
OF SWEDEN

SPRING SUMMER 2016 TIGEROFSWEDEN.COM TIGER OF SWEDEN EST 1903



VOLVO VISION AWARENESS AND REASSURANCE AT A GLANCE

Auto-brake at intersections

– automatically applies the brakes if a driver unwittingly turns into oncoming traffic at a busy intersection.

Pedestrian and cyclist detection

– if a pedestrian or cyclist walks or swerves in front of your car, pedestrian and cyclist detection will help you avoid them or, if necessary, apply the brakes to reduce the effect of a collision

Forward collision – scans all objects within 150 metres in front of your car and pre-charges the brakes if a collision is imminent

360° camera – gives you a bird's-eye view of your car, which helps make manoeuvring and parking in tight spaces simpler by allowing you to see all obstacles at any angle

Blind spot information – radar sensors alert you to the presence of other cars and provide extra reassurance when changing lanes on busy roads

Adaptive Cruise Control – helps your car keep a safe distance from the car in front when driving in slow traffic in the city

OUR WINDOW TO THE WORLD

VOLVO VISION

Throughout history, the human eye has meant different things to different cultures. In ancient Egypt it was worshipped as a powerful symbol of good health and protection, during the Renaissance it represented vision and clarity, whereas the eye that graces today's American dollar bill is designed to depict guidance and reassurance. But what about for those of us who worship at the altar of the automobile? What do our eyes mean to our enjoyment of our cars and can they really hold the key to a better life on the road?

Awareness, guidance, reassurance and protection. At one time or another, the human eye has been used to represent all of these things. And is it any wonder? Our eyes are amazing. The second most complex organ in the human body after the brain, they contain 107 million light-sensitive cells, which allow us to perceive objects in colour, depth and detail, as well as help us make informed decisions about our environment. In fact, whoever coined the phrase, 'our eyes are the window to the soul,' was actually doing them a disservice – our eyes are our window to the world!

When we're driving, being aware of our surroundings gives us a feeling of control. While just knowing that our cars are capable of keeping a watchful eye out for trouble where we might not expect it gives us a feeling of calm reassurance. This is why Volvo continually develops new on-board safety solutions: so you can drive where you want, when you want, without having to worry about any unexpected obstacles getting in your way.

So, how exactly can your car make you more aware when you're out on the road? A good example is the extra awareness provided by innovations such as Blind spot information, Lane assist and the 360° birds-eye camera, which allow you to stay in control when your vision is limited or obscured.

But Volvo's latest safety solutions don't simply keep an eye out for potentially hazardous situations, they're also capable of taking action to prevent them occurring in the first place. Volvo has been leading the way in the development of on-board auto-brake technology since standard brake support was introduced in 2006. Now, years of research, ambition and innovation have culminated in City Safety, Volvo's cutting-edge collection of auto-brake functions and on-board crash prevention technology.

In the same way that our eyes capture light and send information back to the brain, City Safety captures the car's surroundings and sends any important information back to the driver. City Safety includes

pedestrian and cyclist detection, Forward Collision Warning and another Volvo safety world first: auto-brake at intersections. Based on a combination of cameras and sensors, these solutions detect objects, track their movements and determine their distance from the car – even in the dark.



If one of them believes a collision is imminent, it will use the information gathered to evaluate the situation and send a warning to the driver. If the driver doesn't react in time, the auto-brake function will be activated.

With so much on-board safety technology now focusing on improving our vision and helping us eliminate blind spots, it would seem that in today's car culture our eyes have come to represent more than ever before. Not only vision and clarity, but freedom, awareness, guidance and protection. A very reassuring combination.

HOW WILL YOUR TYRES SPEND THEIR SUMMER?

At Volvo, we spend a lot of time thinking about what your tyres might get up to during the summer months. Will they take off on a family road trip, find time to try out some new terrain or will they be content to simply carry on with their normal routine, soaking up a whole lot of sunshine along the way? No matter what you and your tyres decide to do, you can guarantee that we've thought of it too. And that we've already carried out as many tests as possible to make sure that everything goes exactly as planned. You see, we don't spend all day thinking about the joys of summer for our own benefit.

Are you looking to give your Volvo a fresh new look for the summer? With the Volvo Wheels app, you can see how a stunning new set of Volvo rims can transform the entire look of your car. The Volvo Wheels app is available to download free on the App Store.



COMPLETE WHEEL, SUMMER "ATREUS"
7,5x18" £1,940* Volvo V40.

*Price for complete set of four wheels, tyres fitting and VAT.

CHOOSING THE RIGHT TYRES FOR YOUR VOLVO – VOLVO TYRE PROGRAMME

When we made your Volvo, the tyres were carefully selected to help maximise comfort, performance, fuel efficiency and, of course, safety. So, when the time comes to replace your tyres, we recommend you follow the advice of our experts and choose the same kind of tyres that were fitted at the Volvo factory. Choosing the right tyres helps ensure your Volvo performs as it should, while maintaining the right levels of comfort, balance and efficiency.

WHEN TO CHANGE?

Your tyres are the only part of your car that come into contact with the road. So, keeping them in good condition is vital. At Volvo, we recommend you

change your tyres when the tread measures 3mm. When the tread measures less than 3mm, stopping distances greatly increase. As well as measuring the tread, you can also look out for any uneven wear, bulges, cuts and foreign objects to make sure your tyre are safe.

BOOK YOUR TYRES AT YOUR CONVENIENCE

Your local Volvo dealer is always there to answer any questions you may have about choosing replacement tyres. And to make buying replacement tyres for your Volvo even simpler and more convenient, you can now book your new tyres online – 24 hours a day, 7 days a week. Please visit volvocars.co.uk/tyres for more information.

LESS ISN'T MORE ANYMORE

The Volvo XC90, with its subtle combination of clean lines, smooth contours and uncluttered design is already a sight to behold. But sometimes you find yourself longing to add something extra to the everyday, to dress it up a little. But what if adding something extra upsets the balance or changes a winning formula? Fear not. There's no formula when it comes to fashion and styling your car isn't an exact science. All you need are the right elements in the right place. So when it comes to styling your XC90, be bold. Because less isn't more anymore.

Exterior Styling, rugged luxury is one of two exterior styling options exclusively designed for the Volvo XC90. Exterior Styling, rugged luxury includes a front bumper skid plate, front décor frame, running boards with integrated lighting, side body kit and a rear bumper skid plate. The price for the XC90 Rugged Styling Kit is £3,800 including fitting and VAT.

To complete the look, we recommend a set of 22" 6-Double Spoke Tech Black matt Alloy Wheels.

FRONT BUMPER SKID PLATE
Created to add a confident air of authority to an already commanding ride, this brushed aluminium skid plate integrates effortlessly with a unique lower spoiler, which is available in all exterior colours. A black-painted lower grille featuring a unique pattern is also included to replace the standard lower grille.

FRONT DÉCOR FRAME
This exclusive front décor frame combines several chrome-finished surfaces and a unique painted grille to create a dynamic effect that perfectly complements the car's other styling elements. The front décor frame replaces the car's standard fitted décor frames.



RUNNING BOARDS WITH INTEGRATED LIGHTING
Not only do these exclusive illuminated running boards provide a safe, non-slip surface when entering or exiting the car, they also provide a stylish, luxurious look. Illuminated LED strips coordinate with the interior lighting to create a cool, subtle glow, while each running board is framed in a colour-coded panel that perfectly matches the car's exterior.

SIDE BODY KIT
Tasteful yet striking, this exclusive body kit includes door mouldings and fender extensions available in all exterior colours. Not only does the body kit enhance the overall feeling of luxury, it strengthens the car's unmistakable SUV character.

REAR BUMPER SKID PLATE
Fully integrated into a lower, colour-coded bumper section, this rear bumper skid plate in brushed stainless steel features twin exhaust pipes that create a powerful presence.



22" 6-DOUBLE SPOKE TECH BLACK MATT ALLOY WHEEL
Specially designed to add the finishing touch to Exterior Styling, rugged luxury, these unique diamond-polished wheels feature twisted double spokes that create a look that is as elegant as it is daring. **£3,350***

*Price for complete set of 4 wheels, tyres fitting and VAT.



GET STYLING TIPS FOR YOUR VOLVO

You can find a wide range of styling accessories for your Volvo at volvocars.co.uk/accessories

VOLVO CHILD SEATS

REAR-FACING

FORWARD-THINKING

In the early 1960s, the back seat of a car offered children less protection in the event of a collision than the cars of today, while rear seat belts were not yet compulsory by law. Clearly, someone had to start taking the subject of child safety more seriously. So we did. Fifty years later, we're still one of the leading authorities when it comes to keeping children safe in cars. But now it's time to take the next step. It's time to introduce the new generation of Volvo child seats.

Today, Volvo child seats are regarded as the benchmark when it comes to child safety. But this didn't happen overnight. It was the result of more than half a century of hard work, continuous testing and meticulous research. And it's something we're very proud of. So when the time came to develop the new generation of Volvo child seats, we took fifty years of knowledge and expertise and used it to create our safest, most comfortable range of child seats yet. But when the goal is to take an already world-leading safety product and make it even safer, where do you start? Well, we started at the very beginning.

OUR APPROACH TO TESTING

The reason our child seats are so effective is our unique approach to testing. The Volvo Cars' Traffic Accident Research Team has been collecting information on Swedish road crashes involving Volvos since the early 1970s. We took this information and used it to create a world-leading test programme at our state-of-the-art test centre in Gothenburg. But it's not just the amount of testing we carry out here that helps us achieve the highest safety standards possible, it's the nature of the tests themselves.

Now, you may think a baby's first car ride is the journey home from the hospital. But it's not. By this point, a baby is actually quite an experienced traveller. Well, it is to us. This is because finding the safest way for a pregnant woman and her unborn child to travel is also a natural part of our child safety research – we even developed a unique computerised model of pregnant woman to help us.

So this means that when a newborn baby is comfortably strapped into one of our child seats for the first time, we've already been helping it travel safely for several months. And as the child gets older, there is a uniquely designed Volvo child seat ready and waiting to protect it at the next stage of its development – from the moment they're born till they're at least ten years old.

DESIGNED FOR REAL LIFE

We believe the best way to make sure our child seats offer real protection in real-life traffic situations is to test them in real-life traffic situations. So this is exactly what we do. By testing our child seats along with our cars, we can carefully monitor how each child seat reacts in a collision and then tailor our designs accordingly. But we don't just carry out testing relating to collisions. Extensive testing is also carried out to study how the appearance and performance of each child seat is affected by everyday usage in a wide range of extreme weather conditions. All materials have also been tested to meet Volvo's strict demands regarding safety, while further testing is carried out to reduce in-car emissions and ensure that the child seats are free from harmful substances, such as nickel and chromium.

We believe the best way to make sure that our child seats offer real protection in real life traffic situations is to test them in real life traffic situations.

INTRODUCING THE NEW GENERATION

Not only are the new-generation Volvo Child seats easier to use, we have also added improved tilt and recline possibilities to help children rest and sleep. The rearward-facing infant seat includes new side impact protection, while the rearward-facing middle child seat has been optimised to offer improved legroom for children who weigh up to 25kg. Each new child seat has incorporated elements of classic Scandinavian design to help it integrate with the car's interior, while the unique and elegant charcoal-coloured upholstery is breathable, absorbent and soft to the touch. Overall, our new range of child seats offers more ISOFIX attachment points than before to ensure that this is our most secure and most comfortable range of child seats yet.

Safe, comfortable and luxurious. The new generation of Volvo child seats takes more than fifty years of experience, knowledge and testing and passes the benefits onto you and your family. Welcome to the new generation.



+ [READ MORE ABOUT OUR NEW RANGE OF CHILD SEATS](#)
Explore our new range of child seats on volvocars.co.uk/childseats or by logging in to My Volvo.

Soft touch, breathable, absorbent and comfortable

Good insulator for both cold and heat

Luxurious look

Naturally flame resistant

UV protection

Strong and durable natural fibre

Exclusive charcoal-coloured wool upholstery



TALKING ABOUT THE NEW GENERATION

"A good child seat is designed to suit both the child and the car. It should be light and adaptable, it shouldn't take up too much room and it should be easy to use. But above all, a good child seat should meet the child's need for protection. Our new-generation child seats are more adaptable than ever before and as safe as you would expect a Volvo child safety product to be. They have also been given a premium new look to integrate with the interior of the latest Volvo models."

Lotta Jakobsson is Senior Technical Leader at Volvo Cars' Safety Centre, adjunct professor at Chalmers University and a recognised global authority when it comes to child safety in cars.

EVERY DAY IS A SCHOOL DAY

GARY TACEY, LEAD TECHNICAL AND PRODUCT TRAINER, VOLVO CARS

Volvo cars have never been so advanced. On-board technology, complex diagnostics software – and that's before we even look beneath the bonnet. Of course, as a Volvo driver, you don't have to worry about any of this. If you have a question, all you have to do is ask a Volvo Technician. But where do our technicians get their knowledge from? Well, they turn to people like Gary Tacey.

When Gary Tacey was 13, he picked up the 'AA Book of the Car'. From its pages, Gary learned how an internal combustion engine worked. And from that moment on, he knew exactly what he wanted to be – a technician. Gary's uncle owned his own garage, so he already had a source of inspiration and support close to home.

Gary began his career in 1988 as a YTS car mechanic. After 3 years, he was fully qualified. He then enrolled in an additional 2-year BTEC Course, where he was nominated for the National Junior Mechanics Competition. In 1993/94, Gary was named IMI Light Vehicle Technician of the Year. After 10 years on the workshop floor, Gary was ready to take the next step in his career and applied to become an Apprentice Training Officer with a company called EMTEC. He got the job, but after a year, he was given the opportunity to work as a Trainer of Apprentices at Volvo Cars. Gary grabbed the opportunity with both hands. He worked his way to Technical Training before becoming Lead Technical and Product Trainer at the UK Training and Development Centre – the position he holds today.

So what does Gary's role as Lead Technical and Product Trainer entail? Over to you, Gary. "My current role entails training all Volvo Cars dealer staff, primarily Volvo Technicians. I am involved with internal training for other departments within Volvo Cars and work closely with my colleagues in

focusing on the quality of the training we deliver. My working day is varied, which is great! I'm either busy training or busy preparing to train."

When it comes to training Volvo Cars' staff, Gary and his team believe the best way to learn is through hands-on experience – or 'learner-centred training' as Gary calls it. "By offering hands-on training, we are able to see when the penny drops – this is the part of my job that gives me the greatest satisfaction. Practical exercises help people achieve more than a slideshow in a classroom."

"The way we train has changed a lot since I've been here," continues Gary. "We now utilise technology to the maximum by adopting blended learning. Blended learning is a mix of on-line training, webinars, video pieces, emails, face-to-face courses and a focus on following up the learning by re-capping key learning points from the learning event. The days of coming to a training course for two days and leaving it at that are long gone. We now have pre-learning and post-learning for all of our courses."

The technical training offered by Gary and his team is a continuous process, with technicians typically attending two or three hands-on courses per year. There is also a substantial amount of on-line training. And with the speed cars and technology are advancing today, Volvo Cars Technicians need to learn more new skills faster than ever before. So what skill sets are required by today's Volvo Technicians?

"A lot more than people may realise," explains Gary. "Take the all-new Volvo XC90 – it can be fitted with up to 110 control modules! There is also a huge level of connectivity that utilises cloud-based technologies, GPS and GSM as well as telematics systems that use WiFi and/or 3G. Technicians also need a solid understanding of diagnostics and software – and that's all before we get to the complex engine management system. All Master Technicians must be qualified to work on 400V high-voltage propulsion on our twin-engine cars. Our technicians also have to be mobile refrigeration engineers, capable of working on the modern air conditioning system found in the latest Volvo models."

With all this new technology, how does Gary keep up with the latest developments? Who teaches the teachers? "I have always been interested in finding out how things work—either by stripping a set of push bike gears, a lawn mower engine or a washing machine! This desire has never stopped. Whether I'm looking in VIDA (our Volvo diagnostic and information tool) or trawling through a book about how a modern ignition system works, I continually push myself to try and stay on top of things. In terms of training the trainers, we get to travel to the home of Volvo, Gothenburg, once a year. This keeps us up to date with all of the latest technology in our product range. As anyone who has attended one of my courses over the years will tell you – every day is a school day!"

In the future, Volvo cars are going to become even more complex and connected. So how does Gary see his role at Volvo Cars developing? "The only constant in life is change! I'm excited by the next phase of technology, which will likely be based around more electrification and more systems that drive us towards a crash-free future. An increase in the level of camera, radar, laser and connected technologies in and around the cars designed to prevent the accident from occurring in the first place.

In Gary's day-to-day role he is used to handing out advice to trained technicians, but what about budding young technicians at the very start of their career? Does Gary have any words of encouragement for them? "Have a real passion and desire for how things work. And be keen to learn. If there is a genuine will to learn, learning becomes fun. Fun is a big part of the learning process, if we cannot have fun whilst learning, how can we enjoy it?"

If you or someone you know would like a career with Volvo then please go to the careers section of the volvocars.co.uk website where you will find details of our latest opportunities.



HERE COMES THE SUMMER!

Summer is finally with us once again. And what a summer it promises to be. Not only will we soon be seeing the new Volvo S90 and V90 out and about on our roads, but we also have a lots of other exciting Volvo activities planned, which everyone can join in with and enjoy. From relaxing rural events to festival fun for all the family. We look forward to seeing you there. Have a great summer!



CAMP BESTIVAL 28TH – 31ST JULY 2016

This year, Volvo Cars will be bringing its very own brand of Swedish summer fun to Camp Bestival in the form of 'Fika by Volvo Cars'. Set in the majestic grounds of Lulworth Castle, on Dorset's dramatic Jurassic coastline, Camp Bestival is a multi-award winning festival that is jam-packed with entertainment.

Throughout the festival, Volvo Cars will be conducting traditional Swedish craft activities to keep the little ones entertained. Children will be invited to make an array of easy-to-make yet charmingly quintessential Scandinavian objects, including himmeli ornaments, floral wreaths, dala horses and nature collages. There will even be a giant tepee pitched in the Lower castle fields, where you can experience Scandinavian-style solace with #VolvoMoments. In the true spirit of 'fika', which means 'to have a break', Volvo Cars will also be offering refreshments to help festival-goers relax and recharge. Guests will also be among the very first to experience another Swedish luxury – the all-new Volvo XC90.

To help you get in the mood for what we hope will be a long hot summer, we are running an exclusive competition via My Volvo, where you and your family can win weekend tickets to Camp Bestival. The prize includes: weekend tickets for a family of 4, Lucky cat VIP wristbands and complimentary camping.

For information on how to enter, simply sign in or sign up to My Volvo at volvocars.co.uk/myvolvo

Terms and conditions:

No purchase necessary. Open to UK residents who are 18 years or over. Only one entry per household with a My Volvo account. Closing date is 30/06/16 and a draw will take place on 4/7/16. Winners will be notified by telephone or email with 48 hours. For full terms and conditions please go to My Volvo



TAKING TO THE SHIRES

There is no better way to enjoy a summer's day than to get away from it all and head to the countryside. And this is exactly what we plan to do this summer when Volvo Cars takes a tour of the UK's most prestigious county shows. 'Fika by Volvo Cars' will be serving sweet treats and delicious coffee for those in need of a short break and a quick pick-me-up. We will also be encouraging visitors to build their own virtual Volvo. Interested? Then come along to one of the shows listed below.

MAY: 19th–21st Devon County Show

JUNE: 1st–2nd Suffolk County Show, 23rd–26th Royal Highland Show, 29th–30th Royal Norfolk Show

JULY: 8th–10th Kent County Show, 12th–14th Great Yorkshire Show, 26th–28th New Forest Show



SOMETHING FOR EVERYONE

But it's not just the UK's county shows and Camp Bestival that you can expect to see us at this summer. We will also be appearing in one form or another at several sailing events including the Dartmouth Regatta, the truly unique music festival, Festival No.6, which is held in the stunningly surreal Welsh village of Portmeirion as well as both Carfest North and South. See you there!

JUNE: 6th–12th ISAF World Cup Weymouth, 14th–15th Compay Car in Action, 16th–19th Virgin Kitesurf Armada.

JULY: 1st–3rd Round the Island Race, 28th–31st Camp Bestival, 29th–31st CarFest North

AUGUST: 6th–13th Cowes Week, 20th–27th Dartmouth Regatta, 26th–28th CarFest South.

SEPTEMBER: 1st–4th Festival Number 6.

LOCAL NEWS



APPRECIATING THE CLASSICS

When you find something you love, it's only natural that you want to share your enthusiasm with others – especially those with a similar interest. Well, when it comes to enthusing about your Volvo, there's no better place than the Volvo Owners Club. Here, you can meet other Volvo owners and swap Volvo tales, tips and advice. Simply visit www.volvoclub.org.uk and sign up. And for those of you interested in parts for classic cars, why not check out our official partner Genuine Classic Parts website at www.gcp.se.



A MORE REASSURING SUMMER WITH VOLVO CAR INSURANCE

With summer here again, many of us will be looking forward to setting off a long family roadtrip. But before your thoughts turn to the great wide open, it's wise to make sure you have the right insurance in place first – just to be on the safe side. We are pleased to announce that from 1st May 2016, Volvo Car UK Limited have moved into a new relationship with Verex Group and Allianz Insurance plc for the provision of Volvo Car Insurance*. We continue to provide 5 Star Defaqto rated insurance that is designed for your Volvo to give you the protection you need. For more information and an annual policy quote please call 0330 102 7608 or visit volvocars.co.uk/insurance

* Defaqto is an independent researcher of financial products. All benefits are subject to qualifying status, terms and conditions and underwriting criteria. Volvo Car Insurance is provided by Original Insurance Services Ltd, registered in England and Wales No. 05686831 at Batchworth House, Church Street, Rickmansworth, Hertfordshire, WD3 1JE and is authorised and regulated by the Financial Conduct Authority. It is underwritten by Allianz Insurance plc, registered in England No. 84638 at 57 Ladymead, Guildford, Surrey, GU1 1DB. Allianz Insurance plc is authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority (Financial Services Register No. 121849).



NEW V60 D5 TWIN ENGINE BROADENS THE CHOICE FOR BUSINESSES

The introduction of the new V60 D5 Twin Engine adds another electric plug-in hybrid to the Volvo range, joining the V60 D6 and all-new XC90 T8 Twin Engines. The new S90 and V90 will follow later in the year. With the 100% First Year Allowance for businesses purchasing cars now extended to April 2021, this tax incentive for low emission cars under 50g/km is well worth considering. And for businesses who lease, there are also leasing allowances. As a company car driver, the lowest Benefit-in-Kind of 7% for tax year 2016-2017 can be a major saving on personal tax, along with savings on fuel.



SHOW YOUR SUPPORT FOR TEAM VOLVO SAILING

In partnership with The Telegraph newspaper, Volvo Cars is helping build support for its Team Volvo sailors as they bid for glory in this important sporting year. Volvo has been a driving force behind British sailing since 1999 and has provided support at all levels – from grassroots through to professional competitions and on to the Volvo Ocean Race. Now, some of the UK's top sailors will appear in a series of online films and feature articles. They will discuss what drives their passion for the water, describe the pressures of competing at the highest level and explain the boats, competitive classes and rules of professional sailing. Visit www.telegraph.co.uk/sailing for more information and to view the films.

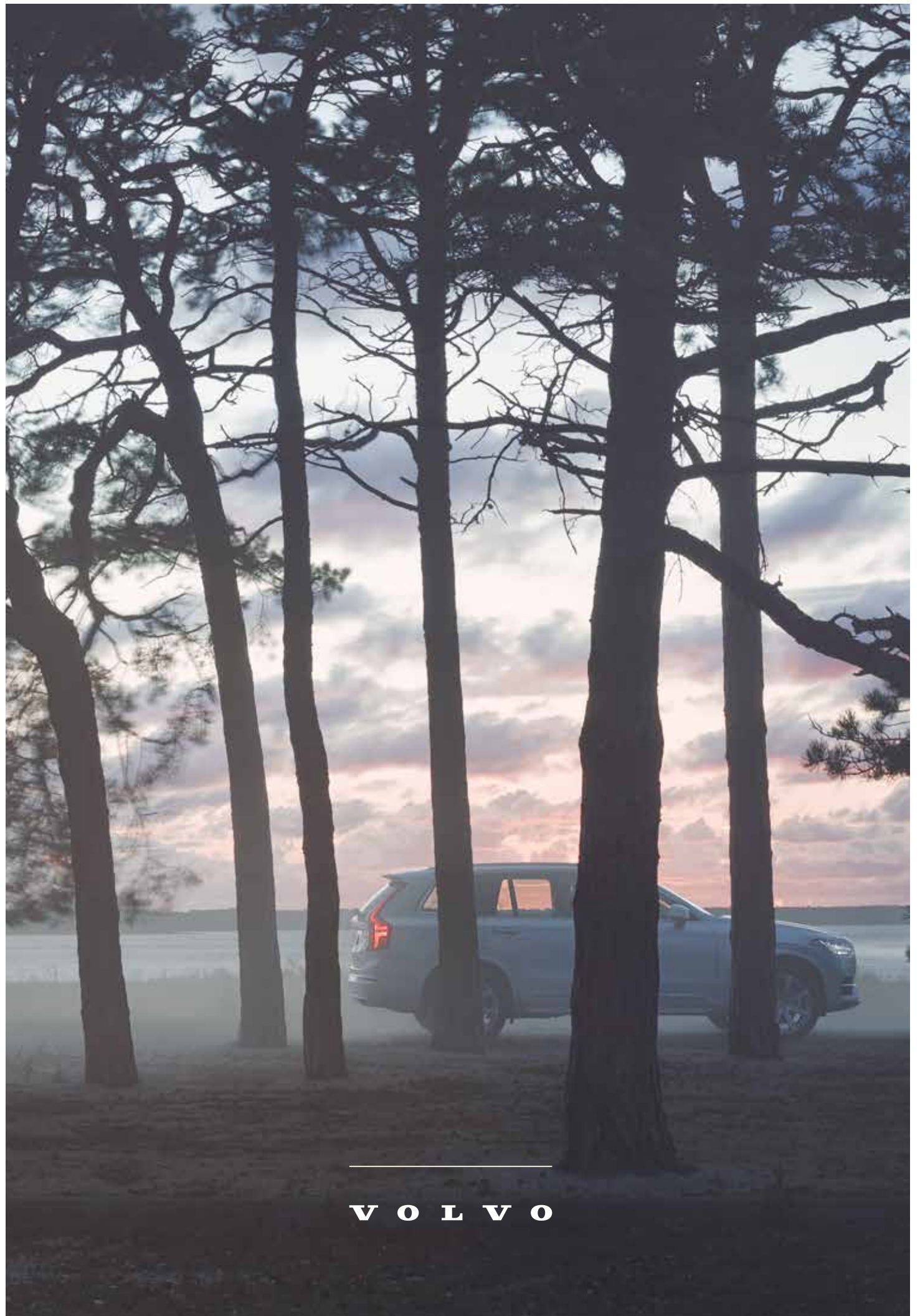


MY VOLVO MAGAZINE

To help you get even more out of life with your Volvo, we've created the My Volvo Magazine for iPad* and Android. You'll find the same articles, offers and inspiration as featured in the printed magazine, but you'll also discover lots of new content to enjoy as well. Packed with exclusive articles, stunning photographs and films, as well as lots of useful links, My Volvo Magazine for iPad and Android is everything you've come to expect from the printed magazine and more. We'll even let you know when a new issue has been released so you're always kept up-to-date.

My Volvo Magazine for iPad and Android is available to download free from the App Store or Google Play.

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