



VOLVO CAR GROUP

Press Release

Date of issue **Apr 20, 2015 | ID: 161111**

Volvo Cars takes luxury to a new level by unveiling Lounge Console in Shanghai

Volvo Cars has unveiled a new concept at the Shanghai Auto Show that takes executive in-car luxury to a new level. Labelled the Lounge Console, the concept offers busy chauffeur-driven business people the ultimate executive accessory - a compact and versatile solution to expanded storage and comfort. The Lounge Console replaces the front passenger seat, providing a wealth of functions and amenities.

“We started this work by looking at the executive lifestyle. With our progressive approach to premium design and functionality we analyzed the needs and perspective of the chauffeur driven executive, designing the car around him or her in the spirit of our brand’s aim,” said Thomas Ingenlath, Senior Vice President Design at Volvo Car Group. “A key element in our thinking was how to make the available interior space work for the occupants in an optimal and luxurious fashion. Removing the passenger seat enabled us to create an open space that dramatically changes the dynamics of the interior and led to a firework of ideas and new possibilities.”

Having performed ethnographic research to establish the unexpressed and unmet needs of people with a high-profile lifestyle, the designers at Volvo Cars looked at how such needs might be met in one combined offer.

“The intention with this concept is to showcase two things – firstly that Volvo Cars is aware of the needs of our executive customers and secondly, that with design innovation and modern materials we can effectively create passenger experience that is unique in the premium car segment.” added Thomas Ingenlath.

The Lounge Console incorporates features designed to enhance the in-car experience. Volvo Cars’ designers provide a large work table which opens to reveal an illuminated vanity mirror, including a storage tray for jewelry and personal accessories or make-up. The table rotates 90 degrees and simultaneously powers forward to display a large 17” media screen for a full in-car theater experience. Below the cushioned leg rest is an additional area for shoes. For added security Volvo Cars has included a lockable storage box. The removal of the front passenger seat

allows for full forward vision creating a uniquely spacious environment.

“People who are on the move and have a hectic lifestyle going from event to event or meeting to meeting need some space, some luxury time, and the opportunity to relax and refresh themselves for the next engagement. This is ultimately what the Lounge Console is designed to facilitate,” concluded Thomas Ingenlath.

Volvo Car Group in 2014

For the 2014 financial year, Volvo Car Group recorded an operating profit of 2,252 MSEK (1,919 MSEK in 2013). Revenue over the period amounted to 129,959 MSEK (122,245 MSEK). For the full year 2014, global sales reached a record 465,866 cars, an increase of 8.9 per cent versus 2013. The record sales and operating profit cleared the way for Volvo Car Group to continue investing in its global transformation plan.

About Volvo Car Group

Volvo has been in operation since 1927. Today, Volvo Cars is one of the most well-known and respected car brands in the world with sales of 465,866 in 2014 in about 100 countries. Volvo Cars has been under the ownership of the Zhejiang Geely Holding (Geely Holding) of China since 2010. It formed part of the Swedish Volvo Group until 1999, when the company was bought by Ford Motor Company of the US. In 2010, Volvo Cars was acquired by Geely Holding.

As of December 2014, Volvo Cars had over 25,000 employees worldwide. Volvo Cars head office, product development, marketing and administration functions are mainly located in Gothenburg, Sweden. Volvo Cars head office for China is located in Shanghai. The company's main car production plants are located in Gothenburg (Sweden), Ghent (Belgium) and Chengdu (China), while engines are manufactured in Skövde (Sweden) and Zhangjiakou (China) and body components in Olofström (Sweden).