



AB Volvo

## Press release

# Volvo's Group film won gold in New York

**Volvo's new Group film won an award at this year's edition of the New York Festivals advertising competition in New York. The film, which was produced by Stark Corporate Communication, was awarded the "Gold World Medal" title in the Public Relations category.**

The objective of the film is to introduce the Volvo Group as the world-leading company in transport solutions. The New York Festivals has been organized for 54 years and the competition has an international network, with representatives from more than 65 countries.

"We are delighted that the Group film has also been acknowledged by the New York Festivals. Earlier, the film received an award at the Cannes Corporate Media & TV Awards. It has been positively received wherever it's been shown," said Mats Nilsson, Vice President Brand Management in the Volvo Group.

View the film at the [Volvo Group's website](#).

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*Reporters who want more information, please contact Mats Nilsson, +46 (0)31- 66 13 39.*

Visit <http://www.thenewsmarket.com/volvogroup> to access broadcast-standard video from Volvo Group. You can preview and request video, and choose to receive as a MPEG2 file or by Beta SP tape. Registration and video is free to the media.

The Volvo Group is one of the world's leading manufacturers of trucks, buses and construction equipment, drive systems for marine and industrial applications and aerospace components. The Group also provides complete solutions for financing and service. The Volvo Group, which employs about 100,000 people, has production facilities in 19 countries and sells their products in more than 180 markets. In 2010 annual sales of the Volvo Group amounted to about SEK 265 billion. The Volvo Group is a publicly-held company headquartered in Göteborg, Sweden. Volvo shares are listed on OMX Nordic Exchange Stockholm. For more information, please visit [www.volvogroup.com](http://www.volvogroup.com) or [www.volvogroup.mobi](http://www.volvogroup.mobi) if you are using your mobile phone