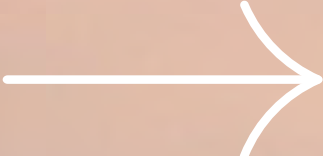


Work

Volvo Cars



NEW WORK—NEW WORK—NEW WORK—NEW



Work

Volvo S90 Recharge

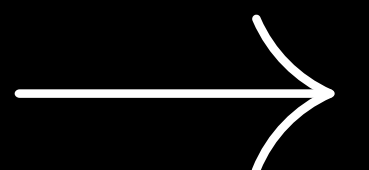
Luxury is not a thing



Background

Cars have traditionally been seen as a status symbol. But our audience perceives success in a different way. Sure, luxury possessions can be part of a successful life, but successful people are so much more than just the things they own.

Put simply, they don't let things define them.



Concept

A car for those comfortable enough in themselves they don't need to show off. For them, luxury is so much more than just the car they drive.

Sound is not a speaker

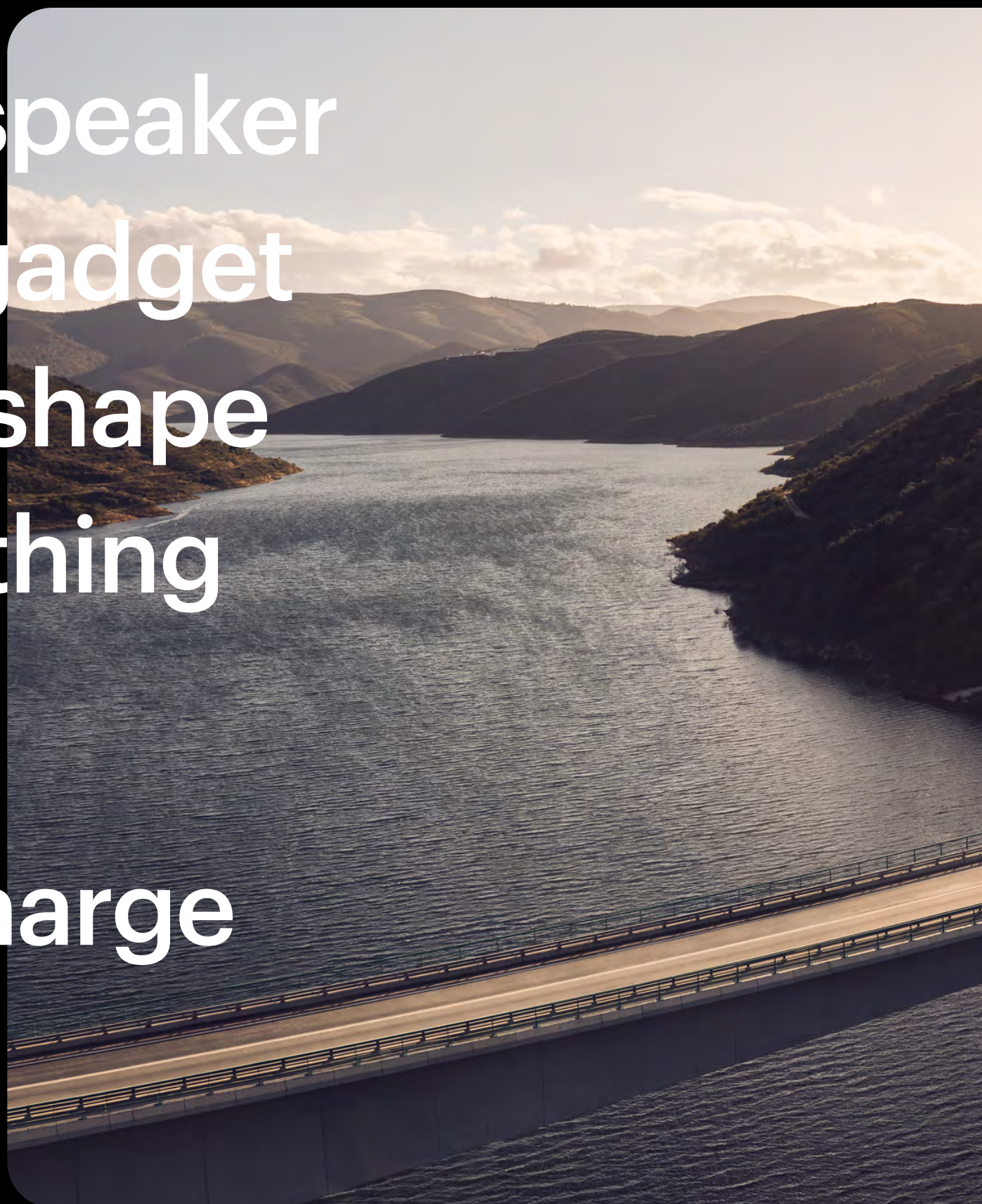
Safety is not a gadget

Design is not a shape

Luxury is not a thing

Experience the

Volvo S90 Recharge



VOLVO

Luxury /'lʌk.jə.ri/

Luxury is so much more than just the car we drive. Or the clothes we wear. Or the house we reside in. Luxury is work-life balance, wellbeing and a sustainable planet to call home. The Volvo S90 Recharge is a sedan that stays true to these values. The embodiment of Scandinavian elegance and simplicity – part of a successful life, but not playing a starring role.

Experience the Volvo S90 Recharge



