

EXPERIENCE VOLVO CARS



WELCOME TO VOLVO CARS VISITOR CENTRE

VOLVO CARS VISITOR CENTRE IS LOCATED AT THE HEART OF VOLVO CARS IN TORSLANDA. OUR MISSION IS TO GIVE VISITORS TO THE COMPANY A TRUE VOLVO EXPERIENCE.



YOUR ENTRANCE TO VOLVO CARS

Volvo was founded here on Hisingen in 1927. Today the Torslanda factory manufactures more than 100 000 cars per year. Through Volvo Cars Visitor Centre you can book several interesting activities, individually or as part of a package. Volvo Cars merchandise is available in our brand shop, and Volvo Cars International Café is also open to visitors. Welcome to Volvo Cars. We look forward to having you with us!

AN OVERVIEW OF OUR ACTIVITIES

Guided factory tour • Interactive Environment & Safety exhibitions
Test drive new Volvo models • Explore the Volvo heritage

Our unique activities mean that the participants get to experience things first hand, like taking a sharp turn in the latest Volvo model or seeing new ones come to life in the factory. You can also go for a guided tour of the safety and environment exhibitions at Volvo Cars Brand Experience Centre and visit the Volvo Museum. On top of that we offer a variety of conference facilities, which you can hire for your own arrangements.

Read more about our activities in this brochure and see back for further information and reservations. www.volvocars.com/visitor

THE BLUE TRAIN FACTORY TOUR

WELCOME ON A GUIDED TOUR OF VOLVO CARS' TORSLANDA FACTORY, INAUGURATED IN 1964.



SEE THE MAKING OF BRAND NEW VOLVO CARS

The tour starts at Volvo Cars Visitor Centre and then goes through the press shop, the body shop and the assembly plant. Volvo Cars' tradition of quality and safety is incorporated in the entire production process, from sheet metal to finished car.

VISITOR GUIDELINES

- 1. We ask you to arrive early** – approximately 15 minutes before the tour starts.
- 2. Cameras and mobile camera phones** must be handed to the guide before departure, as photography is prohibited on factory grounds.
- 3. Please be considerate** and do not disturb people working in the factory.

USEFUL INFORMATION

The factory tour is open to companies, organisations, the general public and schools. Students are welcome from eighth grade and onwards. Each train holds a maximum of 44 passengers and the tour takes just over one hour. The route may vary due to maintenance work or secrecy.

VOLVO CARS BRAND EXPERIENCE CENTRE

AT VOLVO CARS BRAND EXPERIENCE CENTRE YOU WILL GAIN INSIGHT INTO VOLVO CARS' WORK WITH SAFETY AND ENVIRONMENT. THE CENTRE CONTAINS TWO PERMANENT EXHIBITIONS AND CONFERENCE FACILITIES.



GUIDED TOURS AND CONFERENCE FACILITIES

Experience our environment and safety exhibitions on a guided tour. Here you can challenge each other at our interactive games to find out which fuel type emits the least carbon dioxide, and test your reaction time. Combine a visit to our exhibitions with your own presentations and meetings. Our auditorium and conference rooms of various sizes are available for hire and we can also arrange with catering on your request.

USEFUL INFORMATION

Volvo Cars Brand Experience Centre is open to companies and technology-oriented schools. Students are welcome from senior high school and onwards. A guided tour of the two exhibitions takes two hours in total.



THE ENVIRONMENT EXHIBITION

This exhibition covers topics such as carbon dioxide emissions, climate changes and the greenhouse effect. It reflects Volvo Cars' environmental work during the car's entire lifetime.

The environment exhibition brings up areas of great importance to Volvo Cars, such as emission control. You will for example learn about air cleaning and car interiors designed for a better environment both inside and outside the car. Challenge yourself in our Eco Driving simulator where you learn how to lower the emissions and improve your fuel economy.



THE SAFETY EXHIBITION

Volvo Cars' safety development is based on three aspects: preventive safety, protective safety and comfort. Here you can look closer at what makes us the market leader in safety.

This exhibition displays how different safety systems help to prevent accidents. It also describes our systems for protective safety and explains how increased comfort makes you a better driver. One part of the exhibition presents Volvo Cars' safety research for children in cars. Here are also sections from our accident investigation team and our neighbouring crash laboratory.

VOLVO CARS DEMO CENTER

VOLVO CARS DEMO CENTER WAS INAUGURATED IN 1971. HERE YOU CAN TEST DRIVE VOLVO CARS' BROAD MODEL RANGE AND CHOOSE BETWEEN SEVERAL DIFFERENT ENGINE ALTERNATIVES.



TEST DRIVE NEW VOLVO MODELS ON THE OPEN ROAD

Test drive more than 20 different Volvo models at up to 90 km/h on our demonstration track, designed as a country road for an authentic driving experience. Staff are at hand to answer any questions you may have. You can visit the grounds as an exciting event in itself or combine it with other visitor centre activities and/or a conference. Training facilities are available on location and we can also arrange with catering. Volvo Cars Driving Academy also organise courses in Traffic Safety, Eco Driving, Winter Driving and more.

USEFUL INFORMATION

Volvo Cars Demo Center is open to groups of 1–40 people, both companies and the general public. To test drive a car you must carry a valid driving licence.

View all courses on the academy's website and see back for further information and reservations. www.volvocars.com/vcda

THE VOLVO MUSEUM

THE VOLVO MUSEUM DISPLAYS THE DEVELOPMENT WITHIN ALL VOLVO COMPANIES, FROM VOLVO CARS, VOLVO TRUCKS AND VOLVO BUSES TO VOLVO AERO, VOLVO PENTA AND VOLVO CONSTRUCTION EQUIPMENT.



EXPLORE THE VOLVO HERITAGE

The Volvo Museum is located in Arendal on Hisingen, Göteborg, and is run jointly by AB Volvo and Volvo Cars. The museum was inaugurated in 1995 and exhibits a broad range of Volvo history, from the very first car in 1927 to race cars and concept models of tomorrow. Here are also displays of important inventions such as the three-point safety belt, which was designed by a Volvo engineer in 1959. The invention was found so vital for safety that it was later implemented in all vehicle makes and models all over the world.

Book a guided tour with Volvo Cars Visitor Centre to make the most out of your visit.

See back for further information and reservations.

www.volvocars.com/heritage

Volvo. for life

VISIT VOLVO CARS ON HISINGEN

Everyone is welcome to experience Volvo Cars in Göteborg, residents as well as visitors. Contact Volvo Cars Visitor Centre to book conferences and guided tours of the Volvo factory, Volvo Cars Brand Experience Centre and the Volvo Museum. You can also book a test drive of the latest Volvo models at Volvo Cars Demo Center, and take several different driving courses.

FURTHER INFORMATION AND RESERVATIONS

Contact: Volvo Cars Visitor Centre
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VOLVO

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