



AB Volvo

Press release

Transporters – Volvo Group’s game is most popular

Just three days after the Volvo Group launched Transporters, the new game is topping the list of the most frequently downloaded free apps in App Store. “It’s wonderful that so many people have downloaded the game. This gives us new opportunities to show how the Volvo Group contributes to society,” says Mårten Wikforss, Executive Vice President Corporate Communications at the Volvo Group.

In just 72 hours the Volvo Group’s digital game, Transporters, has become App Store’s most frequently downloaded free app for smartphones and tablets. The game is part of a global campaign to launch Volvo Groups news site Global News for a broader audience. In Transporters you get behind the wheel of one of the Group’s wide range of vehicles and carry out a number of assignments. By picking up objects and avoiding obstacles in a variety of environments, you take part in a virtual journey through the everyday operating world of the Volvo Group.

“We are constantly on the lookout for new ways of communicating, and with Transporters we wanted to show in an enjoyable way how our products impact everyday life,” says Mårten Wikforss.

“No matter whether we are talking about carrying food, transporting people, delivering goods or constructing roads and houses, Volvo Group vehicles provide vital assistance in the everyday functions of the societies in which we live – seven days a week.”

You can play Transporters on www.volvogroup.com/transporters and read more about the Volvo Group and its role in society on www.volvogroup.com/globalnews.

Download the app from:

App Store: <http://bitly.com/PBFt2W>

Google Play: <http://bitly.com/SmNsJI>

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For more stories from the Volvo Group, please visit <http://www.volvogroup.com/globalnews>.

The Volvo Group is one of the world's leading manufacturers of trucks, buses and construction equipment, drive systems for marine and industrial applications. The Group also provides complete solutions for financing and service. The Volvo Group, which employs about 115,000 people, has production facilities in 20 countries and sells its products in more than 190 markets. In 2011, annual sales of the Volvo Group amounted to about SEK 310 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 or www.volvogroup.mobi if you are using your mobile phone.