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The positive momentum of Volvo Cars growing sales in Europe continued in April and Volvo Cars is now growing faster than its main premium competitors in Europe. The latest report from ACEA* shows that while the overall European market was up by 4.2 per cent, Volvo Cars grew by 8.4 per cent. Sweden, UK, The Netherlands and Spain were the main drivers of growth for Volvo Cars.
"We are encouraged that our new product range with the Drive-E engines is so well received. This will allow us to continue to grow going forward, says Alain Visser, Senior Vice President Marketing, Sales and Customer Service at Volvo Cars.
For the first four months of the year, Volvo Cars is also ahead of the market development with registrations growing by 8.8 per cent versus 7.1 per cent for the whole market.
The total number of Volvo registrations in Europe amounted to 20,840 cars in April (2013: 19,224) and for the period January-April 80,180 Volvos were registered (73,682).
A strong product offer including an entirely new engine family is boosting demand for Volvo Cars in European dealerships. The Volvo XC60 crossover is the main growth driver while also the XC70 crossover and the V60 sportswagon models are boosting customer demand. The positive developments are expected to continue as the new Drive-E engine family, offering class leading performance and fuel economy, is reaching showrooms.
*European Automobile Manufacturers' Association
Volvo Car Germany GmbH
Ringstraße 38-44
50996 Köln
Deutschland
Telefon: +49 (0)221 9393-0
Telefax: +49 (0)221 9393-155
Mail: olaf.meidt@volvocars.com
URL: <http://www.volvocars.com>

Pressekontakt

Volvo

50996 Köln

volvocars.com
olaf.meidt@volvocars.com

Firmenkontakt

Volvo

50996 Köln

volvocars.com
olaf.meidt@volvocars.com

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