



Volvo Cars appoints David Ibson as new Global Head of Media Relations

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Volvo Car Group (Volvo Cars) has appointed David Ibson as its new Global Head of Media Relations within the company's Corporate Communications department. David Ibson is a former foreign correspondent at the Financial Times and managing partner at strategic communications consultancy Kreab Gavin Anderson. He will start on January 1, 2014. David Ibson joined Kreab Gavin Anderson as a partner in 2010, rising to become managing partner for new business development and a member of the firm's 17-member global executive team. Based in Stockholm, he was responsible for designing and implementing international media strategies for global companies. He has a background in business journalism. Between 2006 and 2010 he was the Nordic Bureau Chief for the Financial Times, based in Stockholm, and between 2000 and 2006 the FT's Deputy Bureau Chief in Tokyo, where his responsibilities included covering the Japanese automotive sector. He has also worked at the FT's head office in London as a financial services correspondent and before joining the FT spent 7 years in Hong Kong between 1992 and 1999 as a financial reporter and news editor for the South China Morning Post, Hong Kong's leading English language newspaper. David Ibson replaces Per-Åke Fröberg, who will step down from his position as Corporate Spokesman for Volvo Cars and take up a new position as Director Volvo Cars Heritage. David Ibson will report to Bodil Eriksson, Senior Vice President Corporate Communications at Volvo Cars. "I am delighted to welcome David to our team," said Ms Eriksson. "David has a wealth of experience in business journalism and strategic communications which will be a fantastic asset in his new role. Furthermore, his cosmopolitan background will be a great addition to the global team here at the Volvo Cars Corporate Communications department." Media Contact: Per-Åke Fröberg, Corporate Spokesman, Volvo Car Group. Phone: +46 31 596525. Mobile: +46 31 596525. Email: per-ake.froberg@volvocars.com. Stefan Elfström, Manager Media Relations, Volvo Car Group. Phone: +46 31 596525. Mobile: +46 31 596525. Email: stefan.elfstrom@volvocars.com

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