

## Volvo Cars celebrates diversity with new campaign

Volvo Cars' "Made by Sweden" campaign has taken a new direction in 2016 to celebrate the company's diverse workforce. Honouring the people who come from all over the world - including South Africa - to create unique Swedish luxury vehicles, the new "Made by People" campaign highlights actual Volvo Cars employees - its own heroes - and the Volvo XC60.



Via [QuickPic](#)

"A diverse workforce delivers many benefits. Different approaches and critical thinking are vital when creating something new ... We believe that a large part of Volvo's continuing success can be attributed to diversity and what we call the 'Volvo spirit'," says Björn Annwall, senior vice president, marketing sales and service at Volvo Cars.

Champion XC60 is Europe's best-selling midsize SUV - and the star of the campaign. On the back of Volvo Cars' 2015 global sales record, which saw sales of over 500,000 vehicles for the first time in history, the Volvo XC60 has emerged as the best-selling midsize SUV in Europe - according to independent automotive research firm, JATO. Having arrived in South Africa early in 2009, the XC60 has contributed over 20 per cent of Volvo Car South Africa's local annual sales, to date.

Volvo employees from different backgrounds, working across the company in a wide range of roles, are featured in the new campaign - from designers and engineers, to workers on the factory floor.

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