



Pers informatie

Volvo Ocean Race set sails for Brazil

Today it was announced that the first leg in Volvo Ocean Race 2014-15 will be from Alicante, Spain, to Recife, Brazil. It was also revealed that Brazil will enter a team.

The Brazilian state of Pernambuco will enter a team in the next edition of the Volvo Ocean Race and its capital city of Recife will provide the first stopover along the route of the race, which starts in Alicante in the second half of 2014.

The decision to make Leg 1 of the route from Alicante to Recife means sailing's great round-the-world challenge will be visiting Brazil in one of the biggest sporting years in the nation's history - just a few months after the country hosts the 2014 soccer World Cup. Recife is one of the Host Cities for the World Cup, staging five matches.

The Recife team becomes the second publicly announced team for the 12th edition of the Volvo Ocean Race, following the SCA all-women's team announced in September 2012.

The Volvo Ocean Race is jointly owned by Volvo Group and Volvo Car Group. Over the years the Volvo companies within the Volvo Group have increased their utilisation and use the Volvo Ocean Race as a platform for strengthening relationships with existing and potential customers. Internally, interest is growing steadily and different activities, such as regular reporting and blogging about how the Volvo Group utilises the race and the online Volvo Ocean Race Game helps to promote dedication and involvement among employees.

"Volvo Ocean Race offers great opportunities to build relations in a very unique environment without the disturbance from competitors. During the past races we've seen increasingly and excellent ways of utilising the race such as special editions sales campaigns, product launches, test drives, dealer conferences, partnership deals and seminars, both educational and opinion building which all contributed in a record high number of invited guests," says Mats Nilsson SVP Corporate Sponsoring & Event, Volvo Group Headquarters.

Recife was one of over 60 ports to originally express an interest in hosting the race when the bid process was launched in 2012. The deal announced on Monday will see Recife



host the race for the next two editions.

"We're very excited about Recife as a stopover especially since Brazil is such an important market to Volvo," says Mats Nilsson.

The remainder of the route will be announced over the next few weeks, with final details, including dates of stopovers and distances to be sailed, coming by mid-February.

Stay updated on <http://www.volvoceanrace.com/>

For more information contact:

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Bezoek <http://www.thenewsmarket.com/volvogroup> om toegang te krijgen tot video-uitzendingen van de Volvo Group. U kunt materiaal bekijken en aanvragen als MPEG2-bestand of Beta SP-tape. Registratie en video zijn gratis voor de media.

Fotomateriaal is verkrijgbaar via de beeldendbank van Volvo Trucks op <http://images.volvo trucks.com>

Volvo Trucks levert een totaalpakket van transportoplossingen voor professionele en zakelijke klanten. Het bedrijf biedt een volledig assortiment van zware tot middelzware trucks en heeft een sterk internationaal netwerk van 2300 servicepunten in meer dan 140 landen. Volvo-trucks worden in meer dan 16 landen geassembleerd. In 2011 leverde Volvo wereldwijd meer dan 115.000 trucks af. Volvo Trucks maakt deel uit van de Volvo Group, een van 's werelds vooraanstaande fabrikanten van trucks, bussen, uitrusting voor de bouw en aandrijfsystemen voor scheepvaart en industriële toepassingen. De Volvo Group levert bovendien complete oplossingen op het gebied van financieringen en service. Het werk van Volvo is gebaseerd op de kernwaarden kwaliteit, veiligheid en zorg voor het milieu.