



## Press Information

# Feature: A watch inspired by a truck

**The award-winning design of Volvo Trucks' new long haul truck, the Volvo FH, has inspired a whole collection of driver gear. The signature piece is the Driver Performance Watch, which incorporates design cues from the new truck.**

The innovative design of the new Volvo FH, which was launched in September 2012, is the result of years of creative work. It has gone on to win the world's most sought-after seal of design quality, the prestigious Red Dot Award for design excellence.

The designers at the Volvo studio come from a wide variety of design disciplines but the design process at Volvo Trucks always takes the same basic approach, explains Asok George, Chief Designer Exterior at Volvo Trucks.

"Once we've chosen a concept, we work with our colleagues from different parts of the company and with different competencies to make sure the product is designed in the best possible way. If it's a truck, engineered to drive, and if it's something else, then maybe engineered to wear," he says.

This collaboration between Volvo Trucks' designers and engineers has now been applied to a collection of drivers' gear - "Volvo Trucks Driver Gear Travis". The collection's signature piece, the Driver Performance Watch, has been designed by Patrik Palovaara, Senior Designer at Volvo Trucks' design studio in Gothenburg.

"The design of a watch should make a clear statement. The Driver Performance Watch is a watch that communicates pride," he explains. "You're proud of your truck and you're proud of your watch, it's the subject of conversation."

The watch design has been inspired by elements from the new Volvo truck, such as the pattern of the truck's interior and the signature Volvo fonts in the truck's instrument cluster. The watch's proportions and the way it sits on the wrist has also been designed to give the watch a stance reminiscent of the new Volvo FH.

"The brief was to create a collection linked to the launch of our new FH. The challenge for us was to capture the feeling of the truck, not just copy the design but find our own ways of interpreting it", Palovaara says.

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Whatever the product, the user is always at the centre in order to create good design.

"Whatever the product, you need to identify real problems and solve them to make good design and put the user at the centre, not just design for the sake of it. It's about doing your homework. For a design to work, the form and practical details need to come together", Palovaara explains.

Watch a video showing the design work on youtube

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