



## Press Information

# World arm wrestling champion presents new clothing collection from Volvo Trucks

**Volvo Trucks has created a new clothing collection inspired by the company's latest truck model for heavy construction duties – the Volvo FMX. The collection is a part of a newly launched partnership between Volvo Trucks and ninefold arm wrestling world champion Heidi Andersson.**

"Our new clothing collection is inspired by our new Volvo FMX - one of the world's" toughest construction trucks, boasting strength, endurance and technical expertise of absolute world class. These are properties that Heidi Andersson also personifies," says Åsa Theleen, Brand & Marketing Communications Manager for Merchandise at Volvo Trucks.

### **Premiere at Comtrans in Moscow**

The new collection, the so called "Volvo Trucks Driver Gear - FMX", is being launched in the Volvo Trucks web shop on September 9 and will be unveiled for the very first time at the Comtrans truck show in Moscow on September 9-14, which Heidi Andersson will be attending. The Volvo FMX will also be on display at the show. It was introduced earlier this year and is designed for heavy construction duties.

### **Training tips from Heidi Andersson**

As part of the cooperative venture, Heidi Andersson has also developed a training programme together with Volvo Trucks.

"We know that many truck drivers have difficulty making time and space for physical exercise. That's why we are now working with Heidi to give all those interested a few simple training tips that can be used in an everyday setting by anyone," explains Åsa Theleen.

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September 9, 2013

### **Facts about Heidi Andersson**

Heidi Andersson: Ninefold world arm wrestling champion

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Age: 33.

Born in: The village of Ensamheten, Sweden.

Weight/height: 65 kg/170 cm.

Merits: Nine world championship gold medals, five world championship silver medals and three world championship bronze medals. Two European championship golds.

### **Facts about arm wrestling**

The first organised competitions were held in 1952 in California. The first world championship was held in 1992 and it has since developed into an annual event. In the competition, two contestants place their elbows on a table and grasp each other's hand. The first person to push his or her opponent's hand down onto the table wins. Contestants participate in various weight classes. Women compete against women, men against men.

Link to more information about the training concept

YouTube-link to marketing film with Heidi Andersson

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Images are available in the Volvo Trucks image bank <http://images.volvotrucks.com>.

Volvo Trucks provides complete transport solutions for professional and demanding customers, offering a full range of medium to heavy duty trucks. Customer support is secured via a global network of 2,300 dealers and workshops in more than 140 countries. Volvo trucks are assembled in 16 countries across the globe. In 2012 more than 105,000 Volvo trucks were delivered worldwide. Volvo Trucks is part of the Volvo Group, one of the world's leading manufacturers of trucks, buses and construction equipment, and drive systems for marine and industrial applications. The Group also provides solutions for financing and service. Volvo's work is based on the core values quality, safety and environmental care.