



Pers informatie

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.

"Truck drivers represent our most important customer group and we know that many of them have difficulty making time and space for physical exercise. That's why we are now working with Heidi to highlight a few simple training tips that can be used in an everyday setting by anyone, explains Åsa Theleen.



"Heidi Andersson personifies properties such as strength, endurance and technical expertise of absolute world class - properties that also characterise our trucks. What is more, she sets a great example when it comes to physical exercise," says Åsa Theleen, Brand & Marketing Communications Manager for Merchandise at Vol

YouTube link to Heidi Andersson's training tips <http://youtu.be/aJQMctEEF5s>

September 9, 2013

Facts about Heidi Andersson

Heidi Andersson

Ninefold world arm wrestling champion

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 the web shop www.store.volvotrucks.com/fmx

Direct link to images in image gallery:

<http://images.volvotrucks.com/latellogin.jsp?records=Volvo+Trucks:23024,Volvo+Trucks:22099,Volvo+Trucks:21993,Volvo+Trucks:22988,Volvo+Trucks:22984,Volvo+Trucks:22989,Volvo+Trucks:22997,Volvo+Trucks:22982,Volvo+Trucks:22974,Volvo+Trucks:22978,Volvo+Trucks:22980,Volvo+Trucks:22991%20,Volvo+Trucks:22986,Volvo+Trucks:22987,Volvo+Trucks:22988,Volvo+Trucks:22989,Volvo+Trucks:22990,Volvo+Trucks:22991,Volvo+Trucks:22992,Volvo+Trucks:22993,Volvo+Trucks:22994,Volvo+>



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*Voor meer informatie kunt u contact opnemen met:
Annie Vonck, tel. +32 2 4825385, e-mail annie.vonck@volvo.com*

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 beeldenbank van Volvo Trucks op <http://images.volvotrucks.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 2012 leverde Volvo wereldwijd meer dan 105.000 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.