



Press Information

Volvo Trucks wins international product design award

The new Volvo FH from Volvo Trucks beat thousands of international products and impressed a panel of design experts to win one of the prestigious If product design awards.

The If product design awards recognise outstanding design achievement and have been doing so for more than 60 years. Only the very best designs in 17 categories were selected by the international jury. The new Volvo FH was awarded the prize in category 1: transportation design and special vehicles. The evaluation criteria included design quality, degree of innovation, environmental impact, functionality and safety. Professor Fritz Frenkler, the chairman of the jury, said that he was impressed by the consistently high quality of the entries, the passion for innovation and the courage manufacturers showed in pursuing their own design approaches.

"This award represents several years of hard work and it is a tribute to the creativity and innovative spirit we have at Volvo Trucks," says Rikard Orell, design director at Volvo Trucks.

Design identity

With fuel-saving technology, efficient ergonomics, superior handling and passive and active safety features, the new Volvo FH has been built to set new standards in the trucking industry while embodying the Volvo heritage. "When creating the new Volvo FH, a great deal of emphasis was placed on the design and emotional aspect of the truck - something that isn't usually given a high priority in commercial vehicle design," continues Rikard. "This has resulted in a truck that is both an emotionally and practically satisfying vehicle to work and rest in."

Around 2000 guests from the world of international design, media, business and politics are expected to celebrate the If award winners today in Munich, Germany. The ECR88D compact excavator from Volvo Construction Equipment also won an If product design award, making this a double success for the Volvo Group.



February 28, 2014

Designing the new Volvo FH on Youtube

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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.