



## Communiqué de presse

# 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.

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Watch the YouTube film <http://www.youtube.com/watch?v=Y194ZJioiwl>

Download the images in high resolution

<http://images.volvotrucks.com/latelogin.aspx?records=Volvo+Trucks:20937,Volvo+Trucks:20934,volvo+trucks:20931,volvo+trucks:19766,volvo+trucks:19860,volvo+trucks:19734,volvo+trucks:19477,volvo+trucks:19733>

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Pour des vidéos de qualité professionnelle étayant ce communiqué de presse (entre autres sujets), rendez-vous sur <http://www.thenewsmarket.com/volvotrucks>

Des photos de presse et des vidéos sont disponibles dans la galerie d'images et de vidéos de Volvo Trucks à l'adresse <http://images.volvotrucks.com>

Volvo Trucks fournit des solutions complètes de transport aux professionnels et aux entreprises commerciales. La compagnie propose une gamme complète de véhicules moyens et lourds, et s'appuie sur un solide réseau de 2 300 points de service répartis dans plus de 140 pays. Les véhicules Volvo sont assemblés dans 16 pays. En 2012, Volvo Trucks a vendu plus de 105 000 véhicules dans le monde. Volvo Trucks fait partie du groupe Volvo, l'un des premiers constructeurs mondiaux de camions, autobus, autocars et équipements de chantier, ainsi que de moteurs marins et industriels. Le Groupe propose également des solutions complètes de financement et de service. Les valeurs fondamentales de Volvo sont la qualité, la sécurité et le respect de l'environnement.