Volvo Cars’ Robin Page voted Interior Designer of the Year at the 2015 Automotive Interiors Expo

Robin Page, Head of Interior Design at Volvo Car Group, has been chosen from a list of highly distinguished automotive designers to receive the Interior Designer of the Year Award. The judging panel also awarded the new Volvo XC90 with the title “Interior Design of the Year – Production Vehicle”.

Presented at the Automotive Interior Expo Awards 2015 in Stuttgart on June 16th, the awards reflect the huge strides forward that the Volvo Cars’ brand has made in pure design terms with the launch of the XC90.

“I am humbled by this award. The interior design of the XC90 reflects a paradigm shift for Volvo Cars. At Volvo Cars we focus on creating an overall luxury life experience. This means using natural materials such as wood, leather and crystal in a way that delivers calmness and serenity to the driving experience,” said Robin Page, Vice President Interior Design at Volvo Car Group.

Earlier this year the Volvo Design team was awarded the prestigious Red Dot Design ‘Best of the Best’ Product Design Award for their work on the XC90, beating almost 5,000 other products across 31 product categories.

“As we take the Volvo design language forward we are very much aware of our heritage. Safety, quality and environmental care are fundamental building blocks of Volvo cars. So everything we do must deliver these brand promises. Without delivering these elements you cannot possibly deliver a sense of wellbeing in a car’s interior. First comes safety, then comfort and then overall luxury experience. These elements combine to deliver a sublime experience unlike any other in the luxury car segment,” said Thomas Ingenlath, Senior Vice President, Design at Volvo Car Group.

Volvo Cars’ fresh take on Scandinavian inspired design is proving incredibly popular with prospective customers, with pre-orders of the XC90 already accounting for half of the anticipated 2015 production volume.
Volvo Car Group in 2014
For the 2014 financial year, Volvo Car Group recorded an operating profit of 2,252 MSEK (1,919 MSEK in 2013). Revenue over the period amounted to 129,959 MSEK (122,245 MSEK). For the full year 2014, global sales reached a record 465,866 cars, an increase of 8.9 per cent versus 2013. The record sales and operating profit cleared the way for Volvo Car Group to continue investing in its global transformation plan.

About Volvo Car Group
Volvo has been in operation since 1927. Today, Volvo Cars is one of the most well-known and respected car brands in the world with sales of 465,866 in 2014 in about 100 countries. Volvo Cars has been under the ownership of the Zhejiang Geely Holding (Geely Holding) of China since 2010. It formed part of the Swedish Volvo Group until 1999, when the company was bought by Ford Motor Company of the US. In 2010, Volvo Cars was acquired by Geely Holding.

As of December 2014, Volvo Cars had over 26,000 employees worldwide. Volvo Cars head office, product development, marketing and administration functions are mainly located in Gothenburg, Sweden. Volvo Cars head office for China is located in Shanghai. The company’s main car production plants are located in Gothenburg (Sweden), Ghent (Belgium) and Chengdu (China), while engines are manufactured in Skövde (Sweden) and Zhangjiakou (China) and body components in Olofström (Sweden).

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