Volvo Car USA Reports May Sales Results

- VCUSA reports 9,519 cars sold in May 2020
- Strong month-over-month result, down just 2.5 percent
- Overall year-to-date sales decrease of 18.2 percent

ROCKLEIGH, NJ (June 2, 2020) Volvo Car USA reports sales result for May 2020 with 9,519 cars sold. Down just 2.5 percent over May 2019, this number reflects a strong result from the company’s business Coronavirus restart plan, swift activation of digital tools to support customers, and sustained strength of the Volvo brand and product offering.

"I am extremely proud of all the Volvo team members and our retail partners that have worked to ensure our business is able to recover quickly and safely," said Anders Gustafsson, President and CEO of Volvo Car USA. "While sales have not fully returned to normal, this month's results indicate that our products and brand resonate with consumers more than ever. The successful launch of programs to support our retailers and consumers have been well received as we adapt to this new normal."

Strong retail sales supported the brand’s positive overall sales trend despite challenges posed by coronavirus related shutdowns. The XC40 compact luxury SUV achieved its best month since its launch in 2018, up 34.4 percent over May 2019 and is showing a positive sales trend, up 1 percent year-to-date. Overall Volvo’s SUV line-up continues to drive strong sales performance, with the XC40, XC60, and XC90 accounting for 85 percent of Volvo’s total sales in May.

Earlier in May, Volvo rolled out a playbook and point-of-sale kit to every retailer to support health protections in showrooms and service centers throughout the nation as restrictions eased in many areas. The direction, based on information from the Centers for Disease Control, local regulations, and industry guidance, outlines cleaning, hygiene, and social distance protocols, as well as providing access to tools needed to restart operations safely.

In addition to in-store changes, digital tools and contactless services have enabled consumers to engage with the brand from the comfort of their homes. These include the Volvo Virtual Showroom, where shoppers can take a digital walkthrough of new Volvo cars; new-car home delivery; and Volvo Valet pickup and delivery for service appointments.

Keywords:
Sales Volumes, Press Releases

Descriptions and facts in this press material relate to Volvo Cars’ international car range. Described features might be optional. Vehicle specifications may vary from one country to another and may be altered without prior notification.
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