Beat: Automobiles

Volvo Cars New V90 Campaign Features Footballing Legend Zlatan Ibrahimovic

For the European launch campaign

PARIS - GOTEBORG, 30.05.2016, 18:47 Time

USPA NEWS - Volvo Cars is teaming up with footballing icon Zlatan IbrahimoviÄ‡ again for the European launch campaign of the V90 premium estate in advance of the European Championships football tournament. The campaign will go live tonight on national TV stations and on Social Media platforms...

Volvo Cars is teaming up with footballing icon Zlatan IbrahimoviÄ‡ again for the European launch campaign of the V90 premium estate in advance of the European Championships football tournament. The campaign will go live tonight on national TV stations and on Social Media platforms.

The new campaign shows the former Paris Saint-Germain striker, a long-time Volvo driver and fan, looking back at his rise from humble beginnings in one of Sweden's toughest neighbourhoods in Malmö to international sporting stardom. Zlatan, who is currently preparing for the European Championships feels a close affinity with the Swedish car brand.

Volvo Cars and Zlatan worked together in a memorable 2014 marketing campaign featuring the enigmatic footballer reciting the Swedish national anthem and hunting in remote Swedish forests. Building on Volvo Cars' indisputable heritage in the estate segment, the new V90 takes the premium estate a clear step forward in terms of aesthetics, materials and finish, while living up to the ultimately practical nature of any true estate. The Volvo V90 boasts a high level of standard equipment, ranging from Large Animal Detection to the second generation of Pilot Assist, a semi-autonomous drive feature.

The new V90 campaign, which goes live May 30th at 8:15pm CET on national TV stations and Social Media platforms, features a new and unique score by Hans Zimmer, the world-renowned and Academy Award-winning composer behind the scores of films such as 'Gladiator', 'Pirates of the Caribbean', 'Inception' and 'Interstellar'.

Source : Volvo Cars

Ruby BIRD
http://www.portfolio.uspa24.com/
Yasmina BEDDOU
http://www.yasmina-beddou.uspa24.com/

Article online:
https://www.uspa24.com/bericht-8136/volvo-cars-new-v90-campaign-features-footballing-legend-zlatan-ibrahimovic.html

Editorial office and responsibility:
V.i.S.d.P. & Sect. 6 MDStV (German Interstate Media Services Agreement): Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

Exemption from liability:
The publisher shall assume no liability for the accuracy or completeness of the published report and is merely providing space for the submission of and access to third-party content. Liability for the content of a report lies solely with the author of such report. Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

Editorial program service of General News Agency:
United Press Association, Inc.
3651 Lindell Road, Suite D168
Las Vegas, NV 89103, USA
(702) 943.0321 Local
(702) 943.0233 Facsimile
info@unitedpressassociation.org
info@gna24.com
www.gna24.com