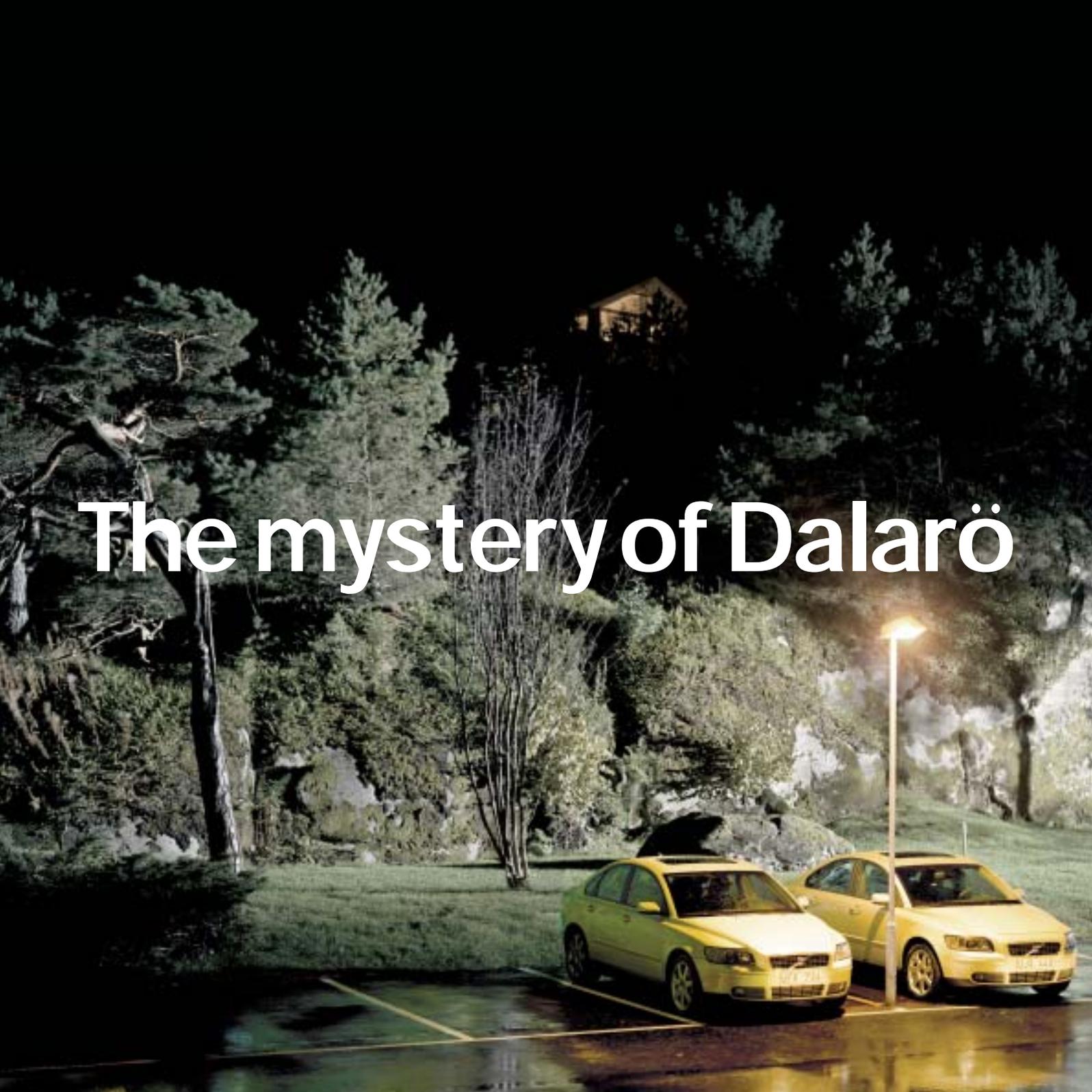


# The mystery of Dalarö





## THE MYSTERY OF DALARÖ

FOR MORE INFORMATION ON THE NEW VOLVO S40,  
SIMPLY VISIT [WWW.VOLVOCARS.CO.UK](http://WWW.VOLVOCARS.CO.UK)

**VOLVO**

for life



un

fold





**This**

paid advertisement from Volvo refutes the claims by Carlos Soto, director of its current advertising campaign, that the story he filmed was in any way designed to mislead him.

**story**

telling is part of the documentary-maker's art and Volvo Car Corporation were very pleased with the way in which Carlos had weaved the tale in such a compelling way.

**isn't**

it strange that even when the truth is self-evident, some people think that it can't be that simple.

**true,**

at first it might be hard to believe that 32 people in the small Swedish village of Dalarö would buy the very same car, the Volvo S40, on the same day, 25th October 2003.

**it**

is a phenomenon that demanded to be investigated, that's why Volvo Cars sent Carlos Soto to Dalarö in the first place.

**The Truth..**



**was**

Carlos the right man to penetrate this small community and assemble the information that became 'the mystery of Dalarö'? We thought so.

**created**

for the launch of the new Volvo S40, Carlos was initially very pleased with the documentary he had produced.

**by**

the time he reviewed the footage, he began to have doubts that both Volvo and the residents of Dalarö had been straight with him.

**Volvo**

refutes his claim completely, as do the 32 residents who bought the Volvo S40 on the same day in October.

**and**

what's more, anyone viewing the documentary could see that each gave compelling reasons as to why they had been influenced to buy the car. The only questions they had were connected with why they had all purchased on the same day.

**. It's a lot si**



## **Spike**

the campaign was Carlos Soto's request to Volvo. His request was based on his belief that in misleading him, Volvo were damaging his reputation as an independently-minded documentary-maker.

## **Jonze**

S.A., his lawyers, attempted to place an injunction that would prevent Volvo from showing the documentary at their UK website [volvocars.co.uk](http://volvocars.co.uk)

## **to**

say we are pleased that the attempt was thwarted is an understatement, and the campaign can still be viewed at the address.

## **introduce**

a mystery that may never be solved, that was Volvo's only aim. We take no pleasure in this dispute with Carlos Soto.

## **the**

fact is that 32 people bought a great car.

# impler than



**VOLVO**  
for life

**fantastic**

performance, superior ergonomics and stylish design combined with Volvo's unparalleled reputation for safety and comfort could be the simple explanation for the phenomenon.

**Volvo**

are delighted with its success but were intrigued why the entire year's sales in this village would be achieved in one day.

**S40**

is certainly deserving of their attention, but why they all bought on the same day remains a mystery.

you think.