

DID YOU KNOW?

- The Volvo S40 is produced at Volvo's factory in Ghent, Belgium.
- Volvo Car UK expects to sell around 8,000 S40s per annum.
- The S40's target customers are expected to be between 25-34 years old. 56 per cent will be male, 70 per cent married, 28 per cent single, 50 per cent with/without children, and 42 per cent living in rented accommodation.
- Volvo S40 customers are not likely to have bought a Volvo before, but instead are expected to be upgrading to a premium brand from either a compact hatchback (eg. Vauxhall Astra), or downsizing from larger mainstream saloons (eg. VW Passat).
- Volvo S40 customers are expected to be cosmopolitan and sociable, with 43 per cent going to the cinema at least once a month, 22 per cent eat out at least two or three times a month, while a quarter enjoy regularly going out to a café or bar in the evening.
- Volvo S40 customers also like staying at home. 56 per cent have their own house, and over 40 per cent like entertaining friends, but only 23 per cent say that watching TV is a main way of spending their time.
- Hits on the Volvo UK website (www.volvocars.co.uk) more than doubled during the S40's 'The Mystery of Dalarö' launch advertising campaign.
- Dalarö is a small coastal village in Sweden 40 miles outside Stockholm, with 1015 residents, many of who appeared in the advertisement.