

## **DID YOU KNOW?**

- The Volvo V50 sportswagon is produced at Volvo's factory in Ghent, Belgium.
- Volvo Car UK expects to sell around 9,000 V50s per annum.
- The Volvo V50's target customers are expected to be between 25-34 years old. Most are likely to be married or living with a partner, and possibly with young children
- Volvo V50 sportswagon customers may not 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 estates (eg. VW Passat).
- Volvo V50 sportswagon customers are expected to be cosmopolitan and sociable, juggling careers with active social and family life plus a wide range of interests including travel and active sports.