



AB Volvo

Press release

New record year for Volvo Museum

2012 was another peak year for the Volvo Museum with 75,000 visitors, an increase of twelve percent over the previous year. "We've succeeded in attracting even more passengers from the cruise ships that dock in Gothenburg, and greater numbers of Chinese tourists have made their way here too," says Sten-Åke Lyngstam, museum director.

This is the third consecutive year that the number of visitors to [the Volvo Museum](#) in Arendal just outside Gothenburg has beaten all previous records. Sten-Åke Lyngstam says there is considerable interest among both employees of the Volvo companies and the general public, who want to find out more about the company's history and its products.

"Volvo has a fantastic history that is about not only the company itself but also reflects developments in the automotive industry and society in general," he explains.

One of the reasons for the increase, says Sten-Åke Lyngstam, is the many large cruise ships that dock just beside the museum. Many of the liners that call in at Gothenburg are so big that they cannot sail into the city centre.

"A trip to the museum is a natural part of their visit. Especially the historical tour we offer is highly appreciated," he says.

The Volvo Museum also works together with a number of tourist agencies throughout Scandinavia, particularly those that organise trips from China. Last year more than 4000 Chinese tourists visited the museum. It is the Volvo brand that is the main source of attraction.

To secure its future the museum has also invested in new vehicle exhibits, including several buses and new concept cars. In addition there is a simulator that gives visitors first-hand experience of what it is like to operate an excavator.

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