

Press release

Zara Larsson performs new song in a video recorded on Gothenburg's electric bus route

Unsuspecting passengers could hardly believe their eyes when they boarded the bus on 7 September and stepped right into a Zara Larsson concert. During the Silent Bus Sessions, the Swedish artist performed unique versions of two songs on board one of Gothenburg's new electric buses. Music videos of the performance are now being released. The purpose of the campaign is to promote ElectriCity, the collaboration that resulted in the new electric bus route.

See the music video for Zara's new song "Better You": <https://youtu.be/mWb5dP7gNgo>
See the new music video for megahit "Carry You Home":
<https://youtu.be/iSAoXSu0wxw>

Since June, public transport users in Gothenburg have had the opportunity to try a new, significantly quieter travel option. The new bus route 55 opened on 15 June. It has three completely electric buses and seven electric hybrid buses. The Silent Bus Sessions campaign started last Tuesday with the release of Seinabo Sey's music videos. Now the two videos from Zara Larsson's concert on the electric bus are also being released.

This marks the world premier of the new song "Better You". The other song is a new recording of the 2014 megahit "Carry You Home".

"It was a very special recording session, partly because of performing "Better You" for the first time, and above all because of the unusual setting, where none of the passengers knew what was going to happen," says Zara.

Campaign for ElectriCity

The Silent Bus Sessions was produced to demonstrate how silent the new electric buses are – the noise level is so low that acoustic concerts and video recordings can take place on board.

The unique collaboration that resulted in the new electric bus route is called ElectriCity and includes representatives from industry, academia and municipal and regional administrations.



“Rising noise levels represent a serious health problem in metropolises around the world. That’s why we’re convinced that electric public transport in cities is the way forward. But a real difference can only be achieved if there is collaboration between vehicle manufacturers, urban planners, public transport, energy companies and academia. This collaboration is the unique strength of the ElectriCity project,” says Niklas Gustafsson, Chief Sustainability Officer, Volvo Group.

About Zara Larsson

17-year-old singer Zara Larsson first rose to fame in 2008 in the TV talent show Talang, and has since been enormously successful. With songs such as “Uncover”, “Carry You Home”, “Rooftop” and her major summer hit “Lush Life”, she has become one of Sweden's most popular and talked-about artists. This autumn she will release a new album.

About ElectriCity

ElectriCity is a collaborative project between academia, industry and the public sector and is aimed at developing, demonstrating and evaluating new sustainable public transport systems for the future. Testing and evaluation of electric bus transport is a central part of ElectriCity. Silent, emission-free public transport can operate in places where traffic is currently banned. This opens up new possibilities for urban planning in towns and cities.

The three electric buses run on renewable electricity and are energy-efficient, silent and completely emission-free. The batteries are quickly recharged at the terminal bus stops. Passengers have access to onboard wi-fi and phone charging facilities. The bus stop on Lindholmen has an indoor terminal.

Besides the three completely electric buses, the route has a number of electric hybrid buses that run on electricity for approximately 70% of the route. In addition to the actual buses, ElectriCity develops and tests new bus stop systems, transport management systems, safety concepts and energy supply systems.

<http://www.goteborgelectricity.se/en>



Download images and videos from Volvo Buses' [media gallery](#)

The press material is also available at: thenewsmarket.com/volvobuses

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ElectriCity is a collaboration between 14 companies and organisations: Volvo Group, Region Västra Götaland, Västtrafik, City of Gothenburg, Chalmers University of Technology, Swedish Energy Agency, Johanneberg Science Park, Lindholmen Science Park, Business Region Göteborg, Göteborg Energi, Keolis, Älvstranden Utveckling, Chalmersfastigheter and Akademiska Hus.

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