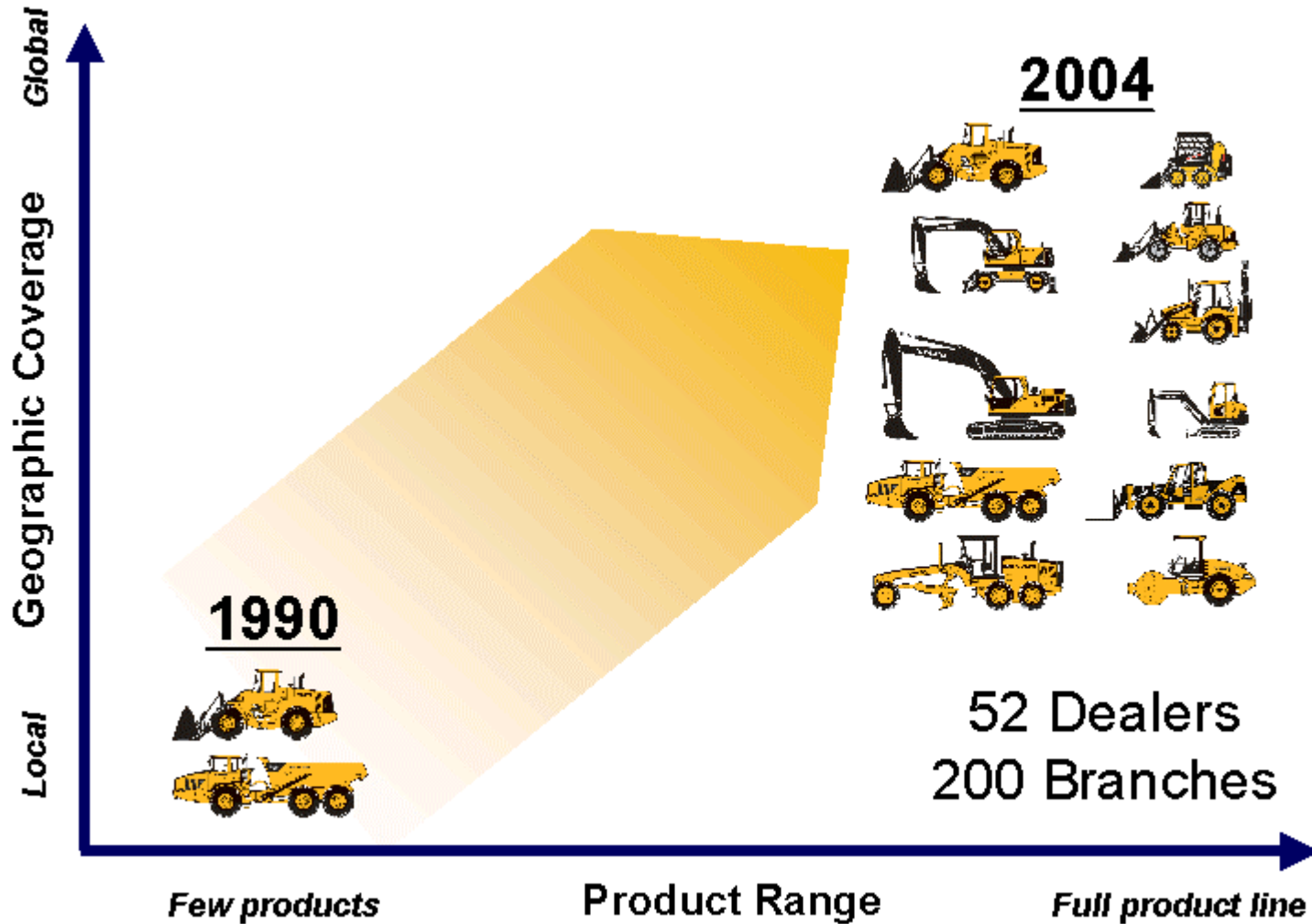


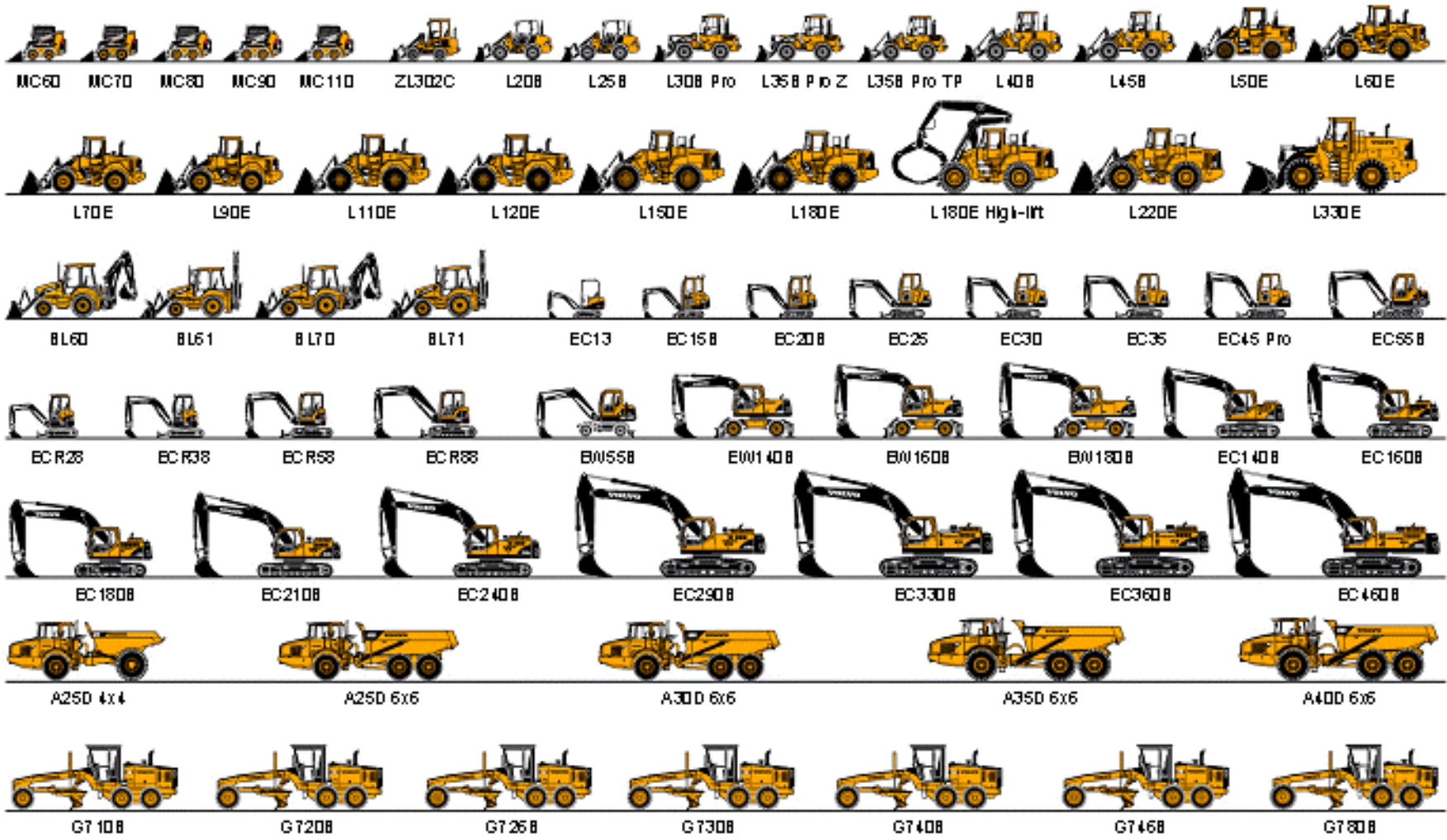
VOLVO

Dennis Slagle
President and CEO
Volvo Construction Equipment North America

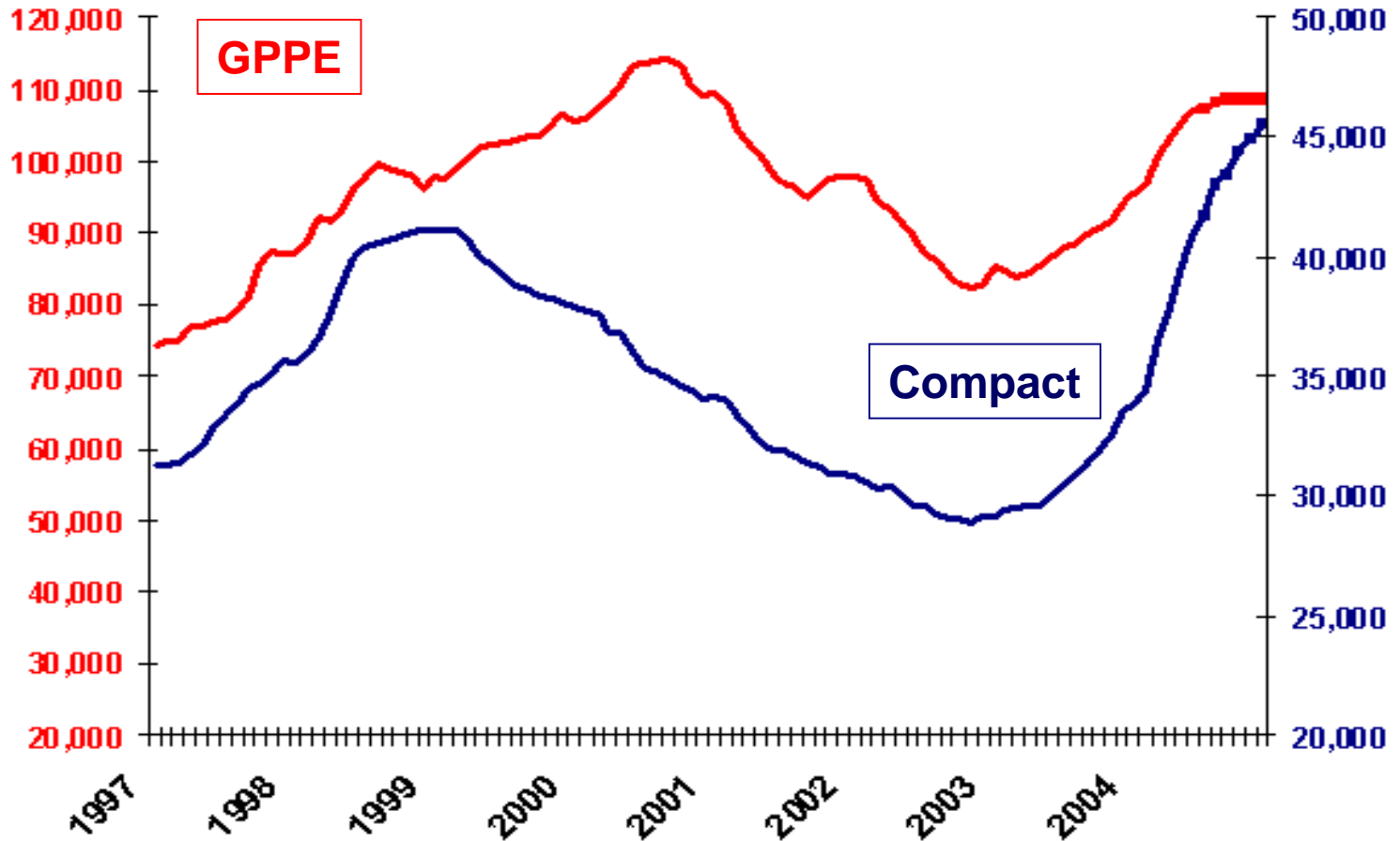
Company Evolution North America



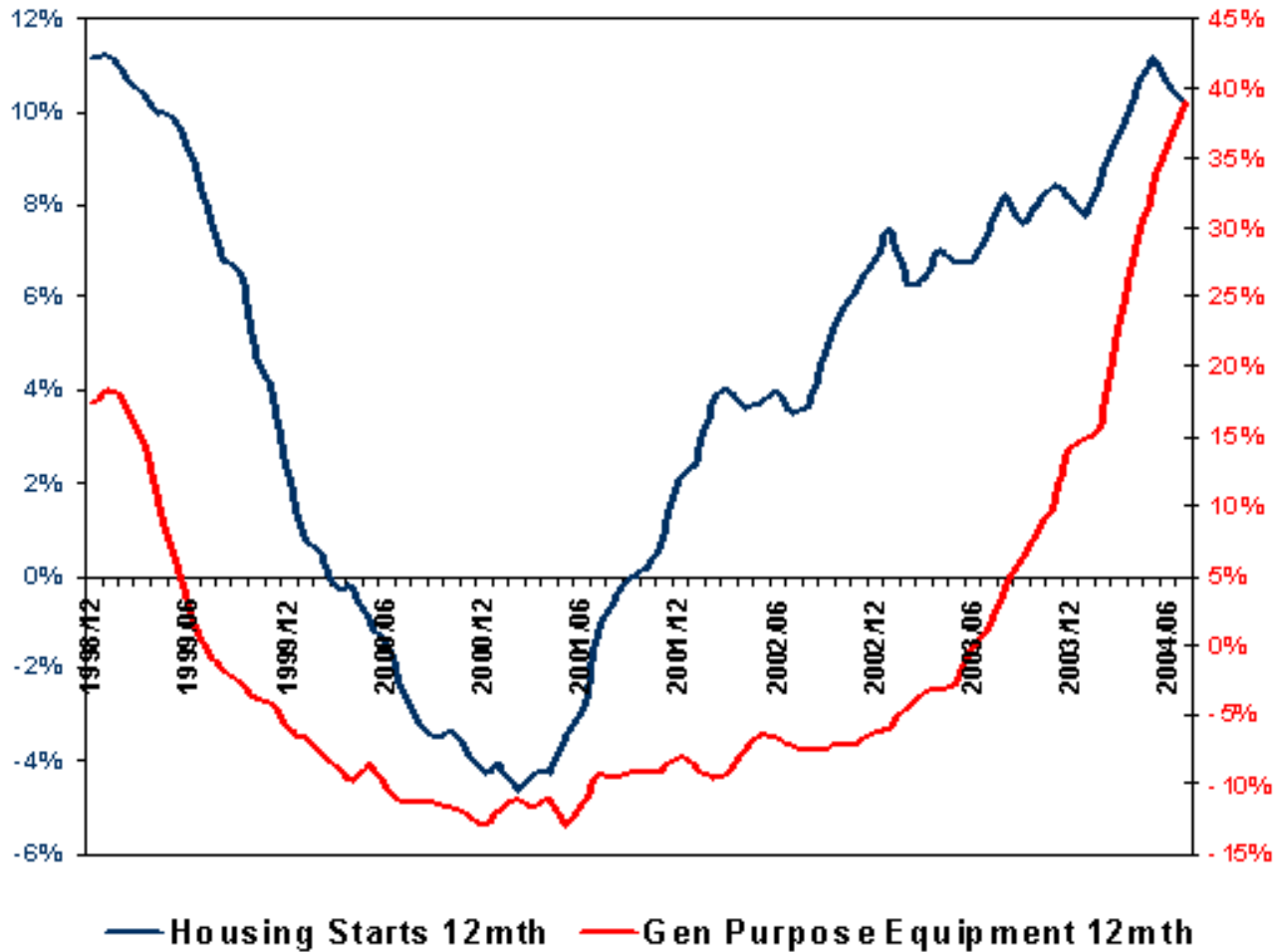
Extensive Product Renewal



North American Market Development








GPPE Market v. Housing Starts - USA



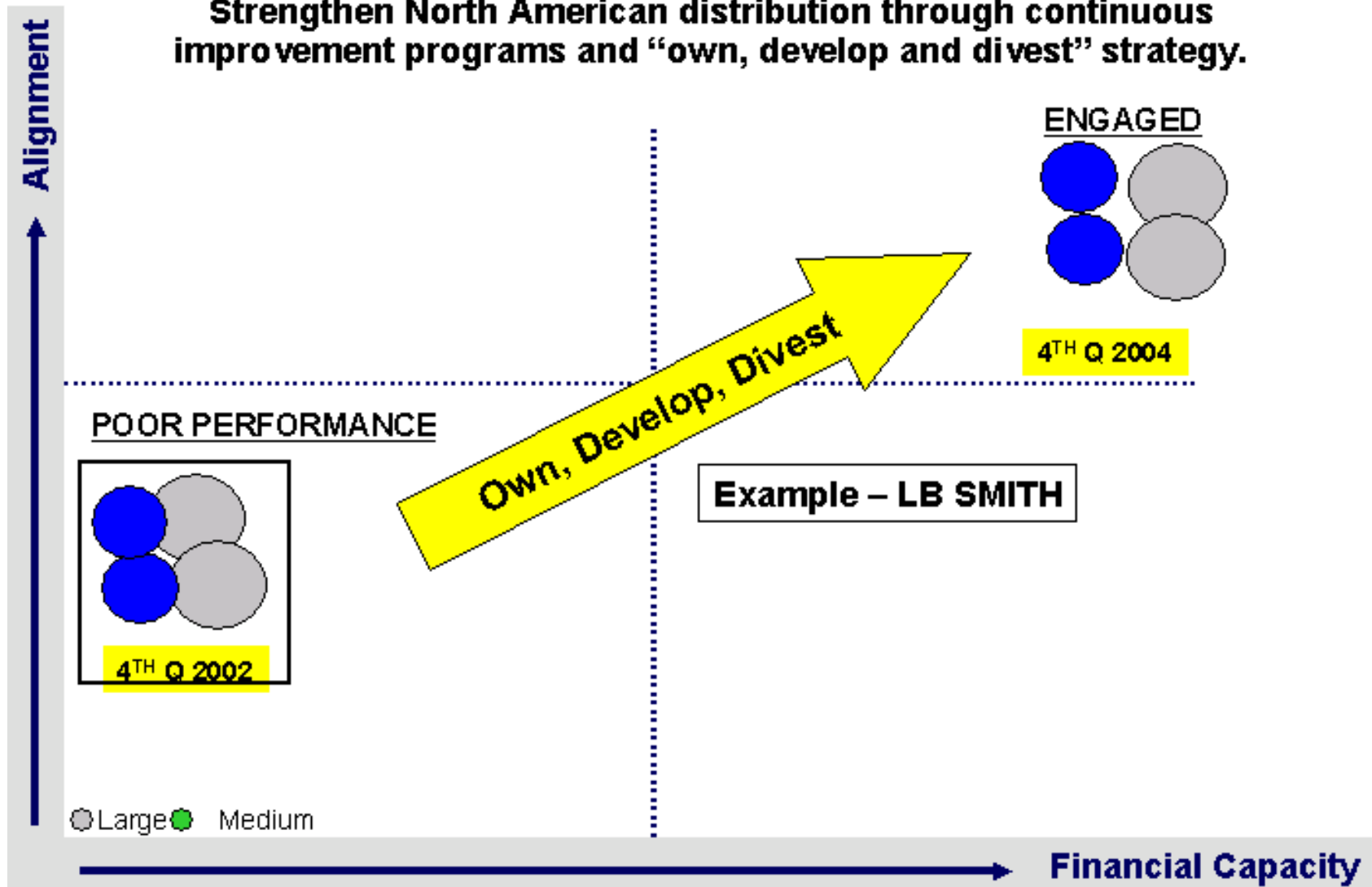
Source: ECOWIN / Diamond DWH

Growth Potential in North America

Product line	European Region Share	NA Share	World Market* Leaders
Articulated Haulers 	>50%	<30%	1) Volvo 2) Caterpillar 3) Terex
Wheeled Loaders 	>30%	<15%	1) Caterpillar 2) Volvo 3) Komatsu
Excavators 	>10%	~5%	1) Caterpillar 2) Komatsu 3) Hitachi
Graders 	~15%	~15%	1) Caterpillar 2) Volvo 3) Deere
Compact (excluding SSL) 	>10%	<5%	1) Caterpillar 2) CNH 3) JCB

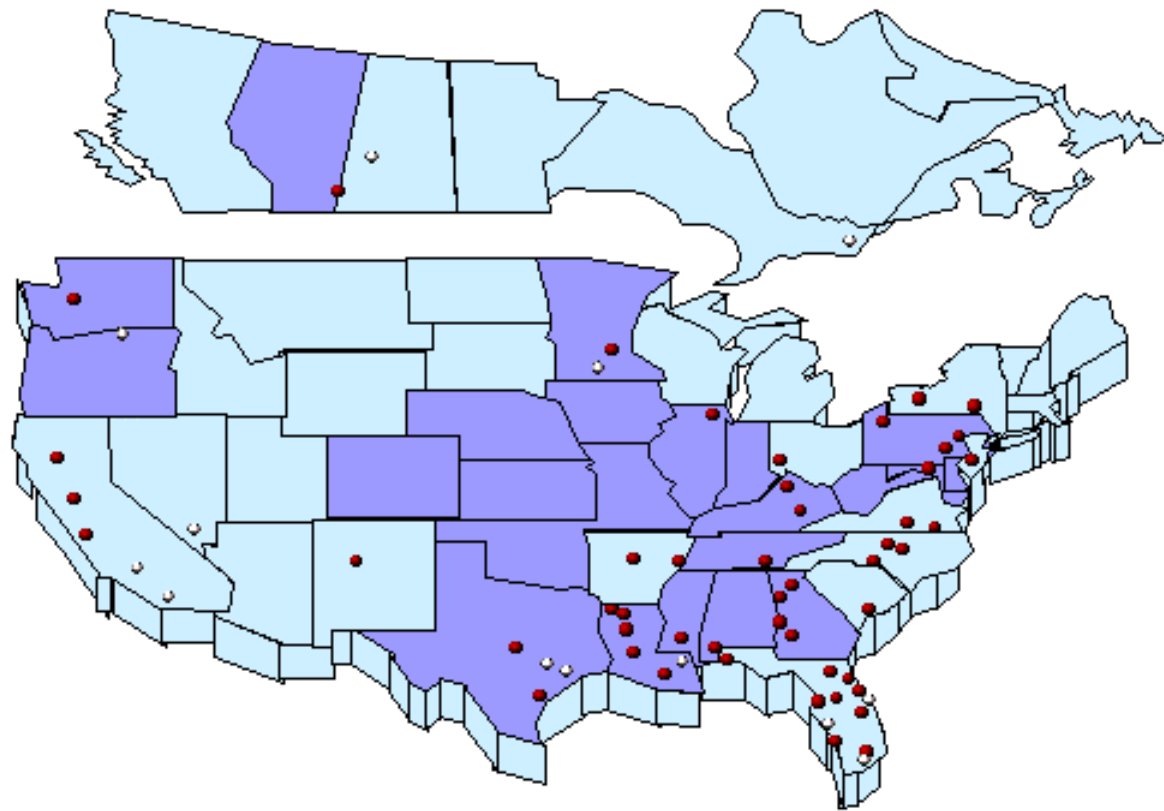
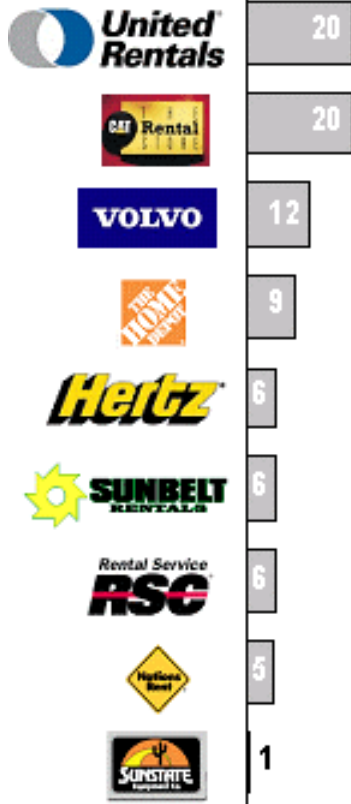
* Based on internal estimates of share

Strengthen North American distribution through continuous improvement programs and “own, develop and divest” strategy.



Volvo Rents Development

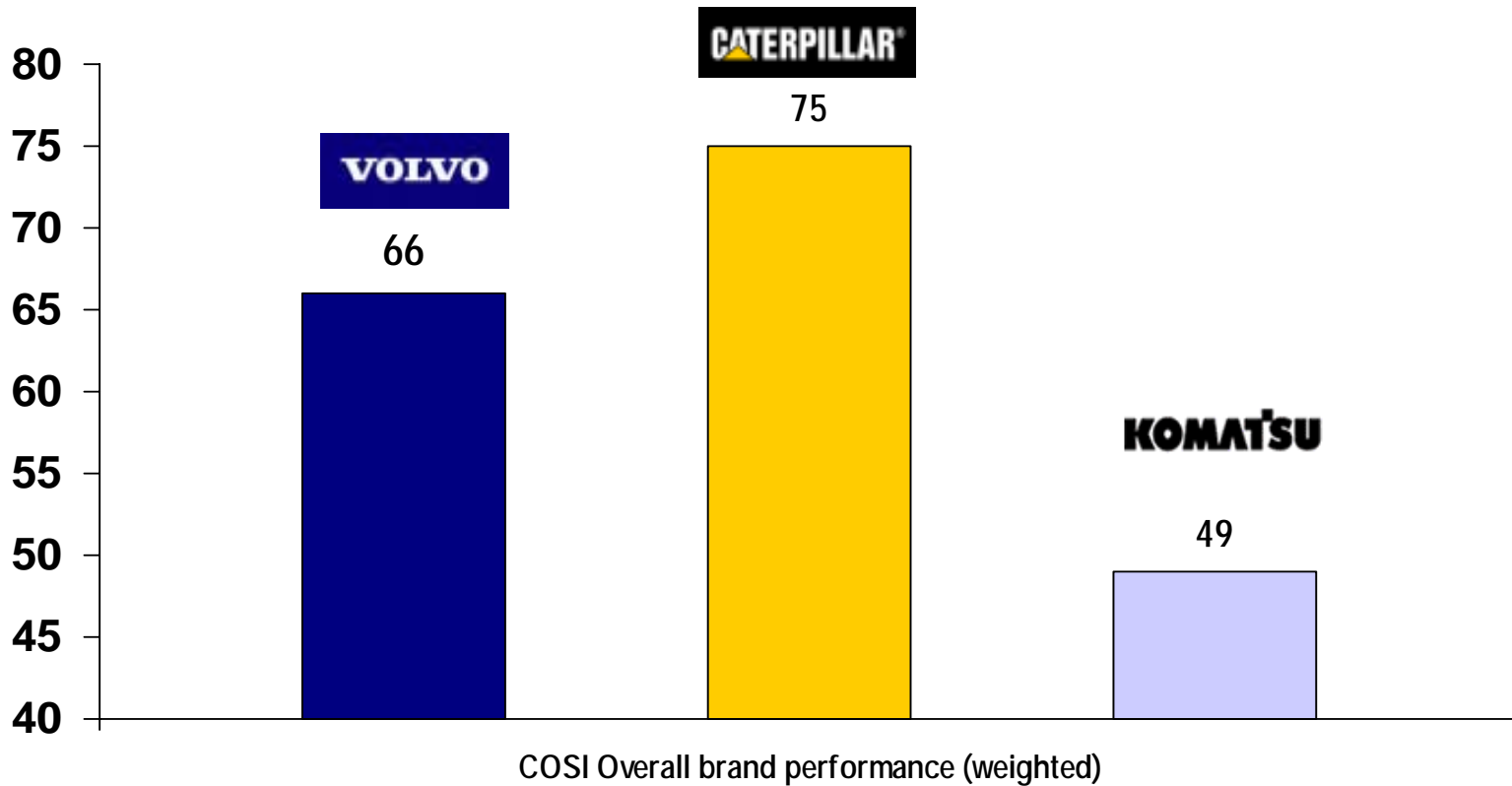
Favorite rental service



53 Franchise outlets, 5 scheduled openings

Competitive Satisfaction Index – N America

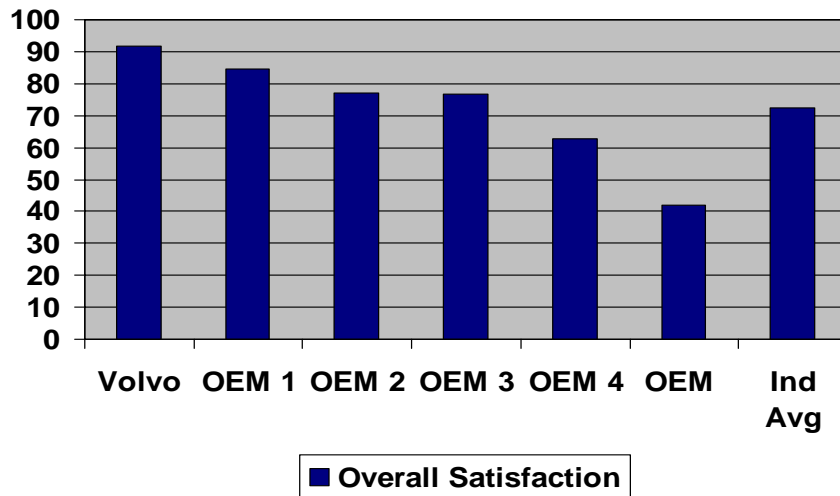
Competitive – Satisfaction Index among experienced brand users



Wanted Position by 2006 is No 1 in customer satisfaction

Aftermarket Development

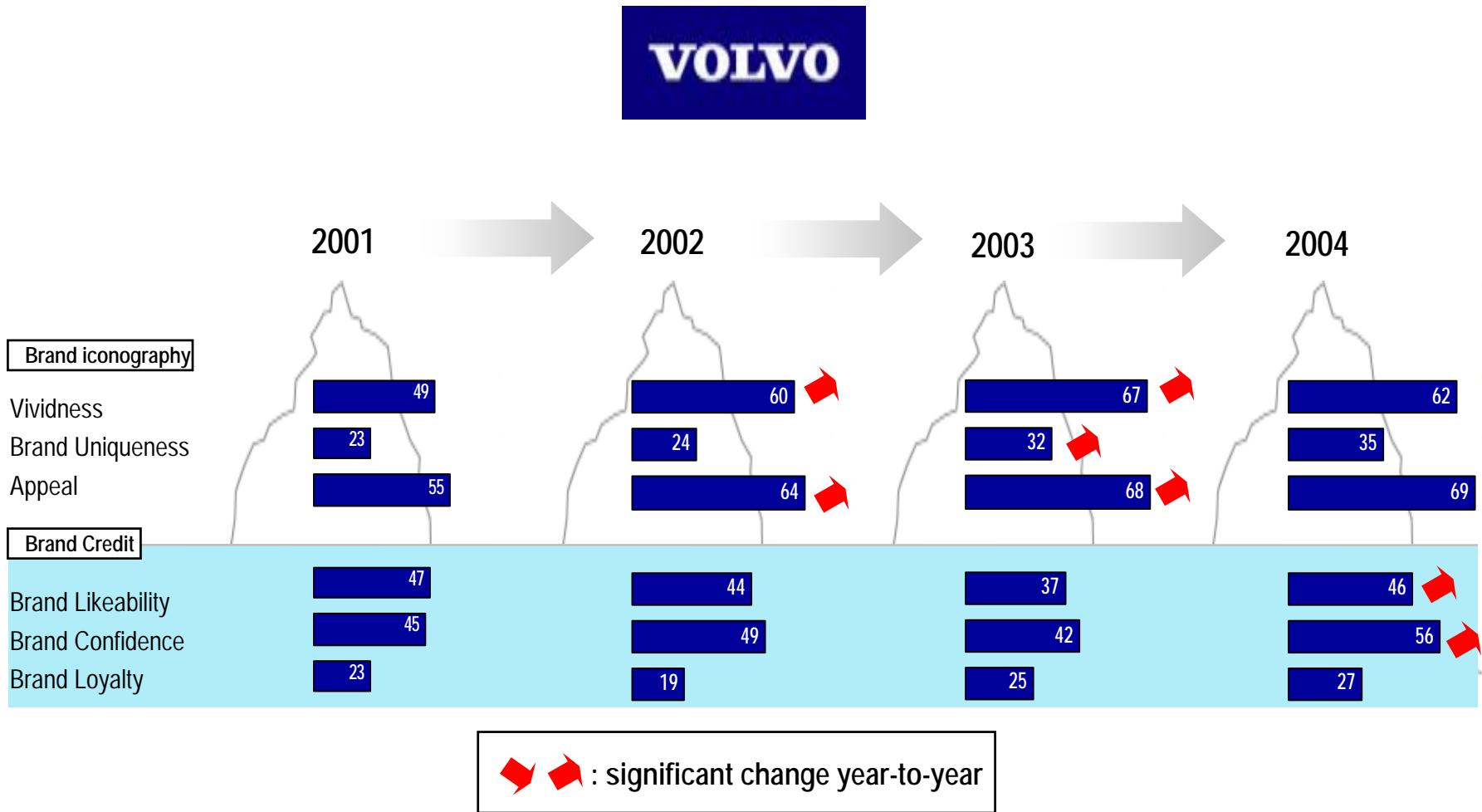
The Carlisle: Parts and Service Manager Satisfaction Survey



Product Support is key to sustained Growth

- 88% of sales dollar on “Manufacturers Managed Inventory”
- Aggressive parts marketing
- Customer retention tools
- High emphasis on Service contracts
- Build on infrastructure synergies of Truck and Penta

Brand Tracking – Construction Equipment Users



Source = Icon brand navigation survey - 2004

In Focus

Volvo CE North America

▪ Channel Development

- “Own, Develop and Divest”
- Volvo Rents expansion
- Continuous improvement programs
- After market opportunities

▪ Brand Management

- “Bring across” Volvo brand attributes
- More Care Built In
- Volvo Financial Services
- Enhance price realization and resale values