



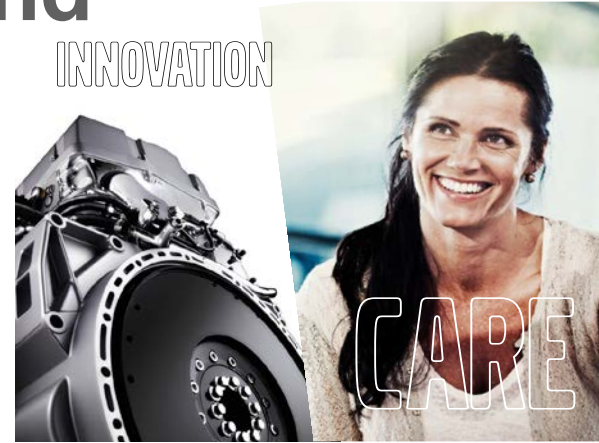
## **CAPITAL MARKETS DAY**

Strengthen premium position, Claes Nilsson Volvo Trucks

# Volvo Trucks

## - The global premium brand

- Driving Progress
- Innovation



# New Volvo Trucks range - Driving vehicle productivity

- Improved fuel efficiency
- Even better handling
- More space for the driver
- High uptime



# New Volvo Trucks range

## – Industry unique innovations

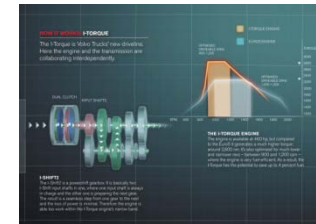
- IFS (Individual Front Suspension)
- VDS (Volvo Dynamic Steering)
- I-See
- I-Torque
- I-ParkCool
- Driver support systems



**IFS**



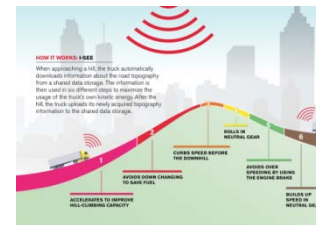
**VDS**



**I-Torque**



**I-ParkCool**



**I-See**



**Driver support systems**

# Comprehensive launch and training activities executed

## Launch in Europe 2012 - 2013

11,900 customers centrally  
+ 10,000 customers locally

8,500 commercial crew & internal staff

480 journalists

## Sales & Aftermarket training in Europe 2012-2013

5,000 Sales & Commercial staff trained in total 8,000 man days

Initially 1,600 Technicians trained in total 10,000 man days



# Overwhelming feedback from customers and media...

"Impression is very good! Electric parking brake that's a good idea I feel. Avoids any roll aways'. It's a good **safety improvement**"

\*Paul Freeman. Freeman Auto Logistics

"The **design** of the cab is **excellent**. The visibility is excellent!"

\*David O'Reilly. O'Reilly Transport

"Good just got **better**"

\*Commercial Motor, Oct, 2012

"When you go over the speed bumps you can really **tell the difference** with the IFS. Handling is just effortless. It's like driving a car. Unbelievable steering to be honest"

\*Paul, JJ & S Transport Limited. FH 500hp with IFS

"Driving it I can see where Volvo spent the money. And yes, I think you've got a good truck. The I-Shift is the **smoothest gearbox** I've driven"

\*David Bell. MJ Church

"**Toppmodell** för framtiden"

\*Trucking, nr 11, 2012

"Very impressed! A lovely Machine. Good torque. The blind spots are gone at the bottom of the window. There seems to be much **more room**. Impressed!"

\*Dave Pollard. Dave Pollard Transport. FH16 750

"Komfortabel och stabil **körglädje**"

\*Trailer, nr 12 2012



# ...improving Volvo Trucks market position

- 22,300 orders (up to week 1348)
- 12,200 trucks invoiced (up to week 1348)
- Increased gross profit margin realized
- **October 2013 best monthly market share level ever (Eu)**





**International  
Truck of the year  
2014!**