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VOLVO TRUCK DRIVER MAGAZINE VOLVOTRUCKDRIVER.COM ISSUE 10 LATE SUMMER 2014

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CONTAINERSHIPS (UK) LTD'S TOMMY WALTON WINS DRIVER CHALLENGE 2014

The Volvo Trucks Driver Challenge 2014 has been won by Tommy Walton, who drives for Containerships UK (Ltd) out of Teesport. He was nominated to take part in the competition by Ian McLean, Fuelwatch Manager of Volvo Truck and Bus Centre North & Scotland. Tommy - who has been truck driving for 20 years - was presented with the prestigious trophy by Volvo Trucks Managing Director Arne Knaben after taking part in the Driver Challenge final at Warwick. Arne congratulated Tommy and all four of the Driver Challenge finalists, saying: "You are the top four drivers in the UK and Ireland. The results are very close. You are all winners and should be proud of how you have won your place in the final." All four qualified to compete in the final, which came at the end of the twenty-nine week



long competition that began in February. One hundred and thirty drivers from across the UK and Ireland took part in the competition which focused on improving driver behaviour. The other Driver Challenge finalists were: Steven Taylor of Gresham Office Furniture, John Harrison of Edwin C. Farrall and Kevin Collyer of Laura Ashley. Gresham Office Furniture and Edwin C. Farrall are customers of Thomas Hardie Commercials. Laura Ashley is a customer of Volvo Truck and Bus Centre East Anglia.



ROBERTS BAKERY USE THEIR LOAF AND GO VOLVO

The first Volvo trucks to join the fleet of Roberts Bakery, a 12-tonne GVW FL and an 18-tonne GVW FE, have entered service with the company. Both trucks are Euro-6 compliant. Based in the Cheshire market town of Northwich, the company was established in 1887 and is still very much a family business. The Frank Roberts and Sons group comprises three main business divisions; Roberts Bakery and The Little Treats Co, based in Northwich and Aldred's The Bakers, located in Ilkeston, Derbyshire. Both trucks were supplied by Thomas Hardie Commercials, Middlewich. The dealer is also providing an on-going programme

of driver development to support this major new customer. "We chose Volvo on the basis of the total package," reports Fleet & Transport Manager Nick Crank. "Dealer location and support are very important to us, as is a dealer's first time MOT pass rate. Roberts Bakery has achieved 100% in the last three years and we were pleased to see that Thomas Hardie has a current first time MOT pass rate of 98.5%. "We also monitor fuel usage very closely," reveals Nick Crank, adding that "Volvo's Dynafleet telematics package has been installed to verify the trucks' efficiency." The 5.1 litre, four cylinder Volvo D5K engine in the 12-tonner is

rated at 210hp. The Volvo FE is equipped with Volvo's six cylinder, 8-litre D8K engine, rated at 250hp. Maximum torque (developed between 1100 and 1700 rpm) for the D5 and D8 are 800Nm and 950Nm respectively. Expected annual mileages are in the region of 100,000kms for the Volvo FL and 200,000kms for the Volvo FE respectively. Both trucks will deliver to a comprehensive list of retailers, convenience stores and sandwich makers. Roberts Bakery operates a fleet of eighty-two vehicles, from 3.5 tonnes GVW to 40 tonnes GCW artics hauling double-deck trailers. Specification of the new Volvos

includes the I-Sync automated transmission in the 12 tonne FL and the recently-launched automated option of I-Shift in the 18 tonne FE. I-Sync in the FL has 6 gears with an overdrive top ratio and gear selection mode is made via a stalk located on the steering column. The clutch and gearbox are fully-automated and there is no clutch pedal. Fleet replacements are made at 1.2 million kms, or six years, at the latest, reports Nick Crank. While the double-shifted FE 18-tonner is engaged on mixed operations, including multi-drop deliveries, and will be driven by any of the company's drivers, whereas the FL will have the same driver for most of the time.



FIRST NEW SERIES FM DRAWBAR FEEDS FARM DELIVERIES FOR MASSEY BROS

One of the first new series FM rigid, 44-tonne GTW drawbars in the UK has entered service with agricultural feeds and farm services specialist Massey Bros. (Feeds) Ltd. Massey Bros. (Feeds) Ltd is a family-owned company that has been in the business of milling and animal feeds production for more than 135 years. A fleet of 26 trucks, mostly Volvos, is operated from its main site, Cranage Mill, by the River Dane in Holmes Chapel, Cheshire. The latest addition to the fleet

was supplied by Thomas Hardie Commercials at nearby Middlewich, where it is maintained on a five-year Volvo Gold R&M contract. The convenient location of the Volvo dealership, together with a competitively priced maintenance package, plus the reliability of previous Volvos in the fleet, persuaded Massey Bros. (Feeds) Ltd to continue their relationship with the marque. Specification of the Globetrotter-cabbed, 6X2 tag-axle Volvo FM prime mover includes Volvo's 13-litre, D13K Euro 6-compliant

engine rated at 500hp, I-Shift automated gearbox and Dura-brite wheels. The curtainside bodywork is by Cartwright and mountings for a Manitou fork lift are fitted to both the prime mover and the new trailer. Loads for the new drawbar outfit mostly comprise bagged animal feed products from the mill. According to Transport Manager Robert Tipping, the new FM primarily delivers to farms in north and mid Wales, including many in remote areas of Snowdonia. Driver Tim Kennerley describes

the new Volvo FM as: "Totally on top of the job" and "Absolutely fantastic". He is particularly pleased with the improved turning circle of the new truck compared to his previous 'Classic' FM as well as the overall cab comfort and visibility. "The steering lock is far better, as are the new seats. The mirrors are a bit more streamlined and visibility is brilliant. The new 'memory foam' mattress is great. I have several nights out most weeks and the new bunk is very comfortable."



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MIKE BOYD'S EURO 6 FH16-750 DELIVERS 'WEDDING PRESENCE'



The 4100mm wheelbase was specified to accommodate larger fuel tanks, which are painted black. Mike delivers industrial gases to factories in Germany and Switzerland and has been truck driving for 34 years. He has sub-contracted for Freight Forwarder DLH Worldwide Limited for three years. Caroline accompanies Mike on continental deliveries three or four times a year. She will be accompanying Mike when he makes the first delivery, later in September.

Mike has owned two Volvo FH16s, an F16 and an FH12-460 since becoming an Owner Driver. "I just love Volvo," he enthuses: "They have come on so much and are so reliable."

Asked why he chose the FH16, Mike says: "The FH16-750 has fantastic torque. It's King of the Hills. It's capable of demolishing big climbs on the continental runs. From what I've seen and experienced, it will make the gradients on the M62 look as flat as parts of Lincolnshire."

Owner Driver Mike Boyd and his partner Caroline Gardner originally planned to get married in 2016. Unusually, their wedding list included a new Volvo FH16, which they were planning to order in time for it to be at the ceremony in Kinlochbervie, north-west Scotland. However, a visit to this year's Truckfest at Peterborough, resulted in a change of plan when they saw the new series, Euro-6, FH16-750 on the Volvo Trucks stand. "We were originally going to get married in 2016, in Scotland and we wanted to have the FH16 at the wedding," says Mike. "But, when we saw the new FH16-750 at Truckfest, we were so impressed, we decided to order one there and then. We also brought the date of the wedding forward to 13th September 2014, so we could

have the new truck at the ceremony on Oldshoremoor Beach, Kinlochbervie," explained Mike, before adding, "After the wedding, we also used it to take us on a tour round the Highlands and Islands of Scotland on our honeymoon."

The FH16-750, which was supplied by Thomas Hardie Commercials at Trafford Park, Manchester, is the first new truck that Mike has owned.

It is being maintained by Thomas Hardie Commercials on a Gold Contract that includes Volvo's unique Uptime Assurance. Mike's new Krone trailer is also being maintained on a contract package at the dealership.

Its specification includes most of the available options from Volvo. For example, it is equipped with Durabrite wheels, Adaptive Cruise Control (ACC) with emergency braking, bi-xenon headlights, cornering lamps, Lane Change Support, I-See topography

reading, fuel saving software that is linked to GPS and the I-Shift automated gearbox. The truck is also fitted with I-Park Cool (integrated air conditioning), Audio High top spec sound system.





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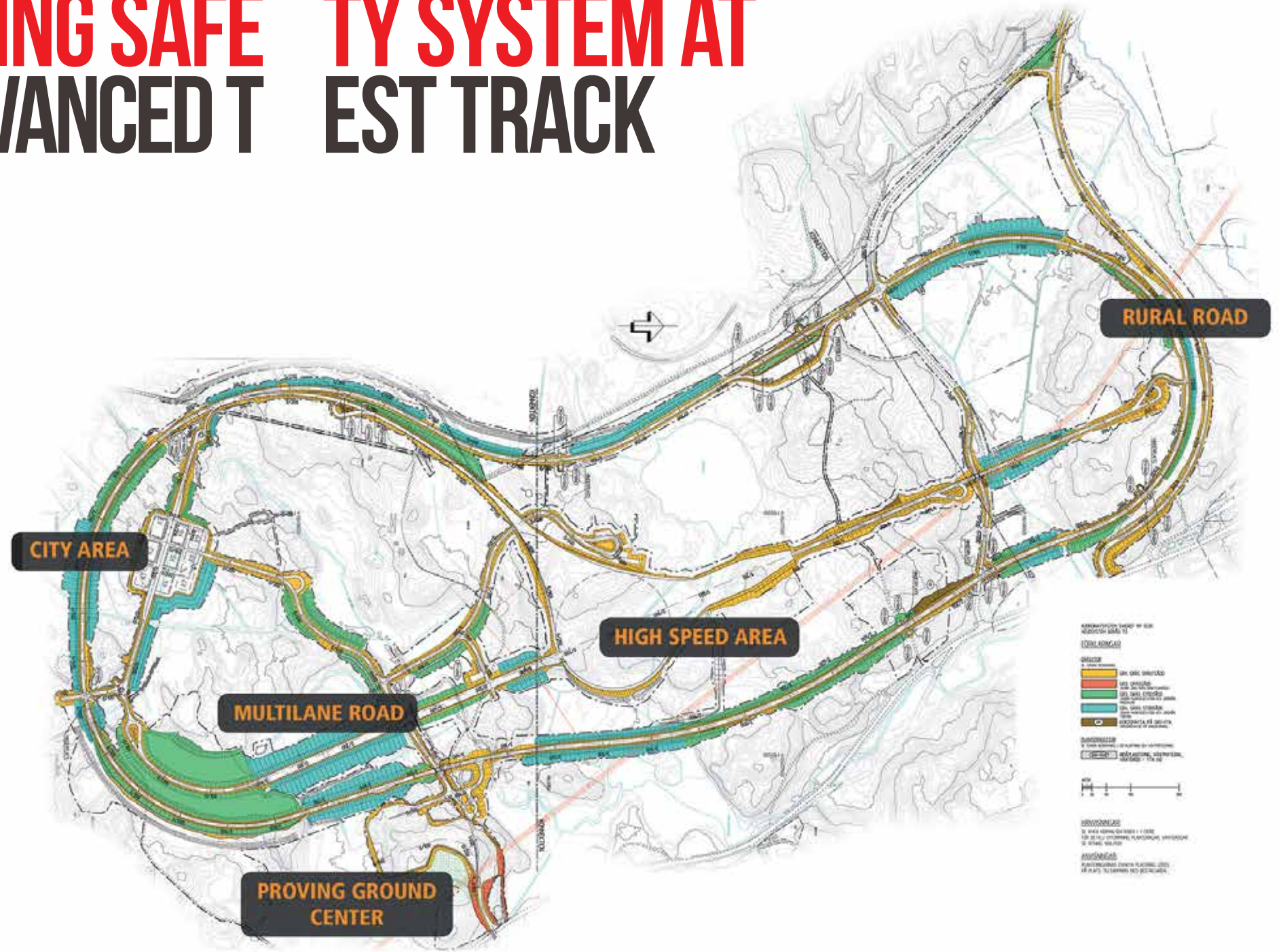
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VOLVO GROUP DEVELOPING SAFE TY SYSTEM AT THE WORLD'S MOST ADVANCED TEST TRACK

AstaZero, the world's first full-scale test track for active automotive safety located in Borås, some 40 miles east of Gothenburg in Sweden, has recently opened. The 2,000,000 square metre testing area simulates cities as well as multi-lane motorways and it is here that the Volvo Group will test and develop future safety solutions for heavy vehicles.



When it comes to safety, the Volvo Group's vision is to have no Group vehicles involved in traffic accidents. The Group's safety experts have studied data from traffic accidents since the 1960s and analyses show that many accidents can be avoided or mitigated before they even occur – by using so-called active safety systems. Active safety systems prevent accidents by supporting the

driver, for example, by providing information or reacting before the driver does. Examples of active safety systems developed by the Volvo Group include collision warning with emergency brake and lane change support. The AstaZero proving ground has been built and developed in close co-operation with the Volvo Group, with the purpose of testing active safety innovations in full-scale test environments. The testing area, which covers some 2,000,000

square metres, is reminiscent of a gigantic film set containing nearly six kilometres of rural road with intersections, street lights and bus stops, as well as a city environment where vehicles can be tested in authentic scenarios involving other vehicles in heavy traffic, a multi-lane motorway and an area for high-speed testing. The infrastructure enables connected vehicles to communicate with each other as well as with the

surroundings. "The Volvo Group is the leading provider of safety solutions for heavy vehicles and AstaZero gives us a unique advantage when developing the safety systems of the future. By using the proving ground's sophisticated equipment and advanced test environments we will become even better at mitigating real life accidents," says Peter Kronberg, Safety Director at the Volvo Group. He adds: "The co-operation between the industry, the

public sector and academia is becoming increasingly more important for Sweden. It is by combining our resources that we will solve the problems of today's society." According to the UN, around two million people are killed and 20-30 million are injured every year globally. The costs for the already overloaded health services are astronomical. A large number of accidents would be prevented if more vehicles were equipped with active safety systems.

These consist of sensors and advanced electronics which take over the driver's role and make correct decisions at lightning speed which enable the vehicle to brake, veer out of the way or avoid head-on collisions. Autonomous, self-driving vehicles are another innovation which belong to the future. "Vehicles which act on their own initiative might sound like science fiction, however, a lot of technology has already been designed, and developments

are moving very rapidly. The fact is that it is people who cause accidents, not slipperiness or fog. If we can eliminate the human factor, we can also eliminate the number of accidents," says Pether Wallin, CEO of AstaZero. During the opening of the track on Thursday August 21st, the Volvo Group held a demonstration to show how its electronic stabilisation system can prevent long trucks from overturning when cornering at high speeds, how automatic

braking can prevent collisions between a truck and a passenger car and a display of an autonomous wheel loader. AstaZero's focus on safety is evident not only in its offering of advanced safety tests, but also in other areas. A group of frogs living in the area is known to move between its summer and winter habitats twice a year and must be able to continue doing so. So these small 'critters' have been given a natural path to their summer home a safe distance from the road.

VOSCARS 2014

THE BEST OF THE BEST!

Possibly the most difficult choice the VOSCAR judges have had since the awards were introduced. The dedication of the owners, drivers and families is second to none to produce such a high standard of vehicle – and remember these are working trucks, so hats off to all Volvos at Truckfest Peterborough. You all did well.



Best Classic Volvo Pre 1990: Sponsored by UK Truck Clean
Andrew and Paul Bamber. Credit where credit is due and away from tradition with their staggering F10 Curtainsider



Best Show Truck: Sponsored by Thomas Hardie
Commercials Ltd
David and Virginia Ricketts of H.D. Ricketts Ltd
Not O.T.T just pure class, the new FH16 750 celebrates the 50th anniversary of the popular west midlands haulier and plays homage to classic truck flick 'Hell Drivers', amazing air brush work make the '16' a real stunner



Best Volvo Post 1990: Sponsored by SNAP Account
Greg Redfern (known as Chook to his pals) of W.H. Malcolm
Not a stranger to putting out top class kit W.H Malcolms FM stole the hearts of the VTD judges and is testimony to 'Chooks' hard work and keeping on top of a truck that is a real grafter.



Best New Volvo FH: Sponsored by Volvo Truck
Keith York of M.Way & Son. The traditional orange and cream livery of the Devon operator M.Way & Son really works well with the modern lines of the new FH, hence the Judges thought it was justified winner of the Best New FH award.



Best Volvo F10: Sponsored by Jennychem
Aaron King of Shirleys Transport. A worthy winner – the F10 is a real credit to Aaron's hard work.



Best Volvo FH Classic: Sponsored by Kelsa Truck Products
Newlyweds Mel and Simon Thorley with driver Neil Foster of ST Transport. A beautiful example of the Classic FH, tasteful livery with great air brushing of 'The Boys'



Editor's Choice: Sponsored by VTD Magazine
Steve Earnshaw & Robbie Pawson of Longthorne of Hebden. A real close call for the judges. Both new FHs looked a picture so it was decided to give the glassware to share.

TOP 2 BOTTOM

WITH AN INVITE FROM VOLVO TO DRIVE FROM THE TOP TO THE BOTTOM OF THE UK MAINLAND, NAMELY FROM THE SMALL FISHING PORT OF SCRABSTER THAT SERVES THE ORKNEYS ALL THE WAY TO THE CRUISE SHIP TERMINAL AT SOUTHAMPTON, WE WOULD BE HARD-PUSHED TO REFUSE.

ON THE LONG CLIMB OUT OF SCRABSTER AND INTO THURSO THE FH MADE GOOD SPEED



Scrabster to Southampton is well over 700 miles – but the test trucks took it all in their stride, both in the Highland hills and the long fast motorway sections of England

The road trip, affectionately christened Top2Bottom, would involve putting Volvo's range of tractor units combined with near fully-freighted trailers through the mill and include the top power FH16 750 and the all-new and yet-to-be-tested FH500 with the dual clutch transmission.

Day one
One final check that travel documents and importantly the 'My driver' card are in my wallet, out the door at 06.30 prompt for the 40-minute drive to Manchester airport, for the 08.40 Flybe service to Edinburgh and the connection to Wick before being met by Martin from Volvo and whisked the 25 miles to the

port of Scrabster that serves the Orkney islands as well as the offshore oil rigs. The plan was to keep with each truck for about a day, which would mean me swapping just after lunch on day 2. FH-500 6x2 Globetrotter XL First off the blocks was the FH 500 with the Globetrotter XL cab. The starting point is at Stevens, on the quayside. After a lunch of sandwiches and tea at Ferry Inn on the quayside, it was to the vehicles for a quick team photo. Then it was 'wagons hoo'. On the long climb out of Scrabster and into Thurso the FH, all up at 44 tonnes, made good speed, which gave an indication of what



was on offer and what the truck's capabilities could be on the road ahead. As we progressed south, the flat moorland gave way to far more dramatic hills as we edged steadily towards Inverness. The undulations, and sometimes the questionable road surfaces, made the cab suspension set-up work hard to keep its occupants comfortable.

The coastal section of the A9 on one side gave views out to sea towards the oil rigs and on the other side were rolling hills. Before long, it was time to tackle the infamous Berriedale Braes, a series of tight hairpins that for many a year have always proved problematic for large vehicles. The trunk road drops from 150m (492ft) to 20m (65ft) as it enters a valley in Caithness. Thankfully, with a clear road ahead and good

VTD editor Matt Eisenegger takes the rigours of the Top2Bottom challenge in his stride, thanks to the superb drivability of the FHs that were available to test out

use of the VEB and a good selection of gears, the convoy passed straight through without and issues.

A9 south Inverness

As much as the vehicles were equipped with all the technological 'add-ons' such as ACC (Active Cruise Control) to name but one, our brief was to use what we wanted when we wanted. Having never driven this section of the A9 before, I opted for normal foot throttle and a good blend of VEB (Volvo Engine Brake). In fairness, the ACC would have been a good

choice as our hosts wanted to maximise the photo opportunities to capture the four trucks travelling in convoy through the stunning countryside of Northern Scotland. With the ACC set up properly this would give a safe cab, with the speed being controlled by the lead vehicle.
Total mileage 111

Day 2: part 1

Back in the FH 500 and a leisurely start for the run south. On the climb out on the A9 the 750 was let loose and promptly disappeared. As we prepared to leave, word went out that

We got ourselves a convoy! The Volvo FHs set off across the undulating – and sometimes questionable – surfaces of the Scottish mainland

mobile speed cameras were seen leaving Inverness and heading south on the A9, so the watchword was: keep an eye on the speed. The climb gradually abated, giving way to the long and undulating hills of the Cairngorms, passing the popular winter getaway of Avenmore, which offers outdoor adventure the whole year round. The bane of many a truck driver's day were out in full force – the

dreaded car drivers who at all costs were determined to risk their own lives and ours by darting in and out of our trucks, trying to overtake. The ACC (Active Cruise Control) was put to good use on many occasion when one of these chancers tried to play hard ball. A sensible decision was made to set the cruise control to 83Kmh. The main



reason for this was to get the best out of the ACC. If a vehicle pulls into the gap in front and is not making progress, then the ACC starts to slow the truck down, so we thought it best just to let the faster moving vehicles get on with it and allow us to have an uninterrupted ride. The convoy headed down towards Perth, picking up the M90 for the short burst to Kinross services for lunch. FH-460 6x2 Globetrotter All change again for the afternoon. This time it was into the FH460, complete with probably a little closer spec to what most drivers will get their backsides into. After a quick bite it was

back on to the M90 southbound towards Edinburgh and over the Forth road bridge, with some amazing views of the adjacent rail bridge. From there it was around Edinburgh on the A199, picking up the A1 and heading down the coast towards our overnight stop in Middlesbrough. Fitted with the latest terrain-following cruise control I-See, the 460 really got stuck into the many undulations, climbs and drops on the top end of the A1, with I-See making the correct call on throttle and gear balance. As the convoy headed south on the coast road, we were witness to low mist rolling in from the sea, something I have never seen before. As the afternoon progressed

Arrival was by plane – but it was trucking all the way back to Southampton

and we crossed the border back into England, we skirted the old border town of Berwick Upon Tweed and a little further down the road got some good views of Lindisfarne Island. Sticking to the A1 all the way past Newcastle, time was becoming a problem and there was an extreme possibility that we could run out of hours before we got to the overnight stop at the Volvo dealership in Middlesbrough. A quick telephone call by our Volvo co-driver to the man in charge and we were instructed to pull over and change drivers for the last 30 minutes of the day's drive. We rolled in the Volvo dealership with about three minutes to spare so we could have just made it – but it was a lot better to be safe than sorry. **Total mileage 317**

**Day 3: Part 1 - The Last Day
FH16-750 6x2 Globetrotter XL**

A reasonably leisurely start to the day for our run down to Southampton with lunch at Volvo's UK head office in Warwick and my turn in the FH16 750.

With the dealership located right on the side of the A19 and the 750 being the first truck, it really was a case of catch me if you can. On the run south down the A19, A1 and M69 the mighty FH ate the road. With traffic conditions permitting, hardly ever did the I-shift drop out of top and the needle back away from 90kmh. With a one-hour lunch scheduled at Warwick, we had to make haste as we had to be on the quayside at Southampton before 6.00pm, as the backdrop for the pics, the MS Marina, was setting sail. Plus I needed to be at Southampton airport for a 6.45 flight home. Day 3 Part 2 FH-500 6x2 Globetrotter I-Shift Dual Clutch After lunch, a change of vehicle and a chance to put the all-new I-Shift Dual clutch transmission through its paces. From the second you hit the road, the I-Shift dual clutch set-up feels nothing like anything you have ever driven before. The change is absolutely seamless. The only indication that a change has taken place is by a slight flick on the rev counter needle. I don't think it will be too long before other manufacturers

start bringing this technology to the fore. The A34 south was romped by the 500 and the M3 proved interesting as the traffic was backed up and the I-Shift Dual clutch was put good use and worked a treat under tough conditions. We hit the M27 round Southampton, picking up the M271 for the run down to the quayside and the photoshoot. This type of event is in UK is unique and a thorough test for the trucks. But the biggest issue we had on the 800 or so miles was all truck drivers' biggest gripe – the poor standard of car driving, dangerous and silly risks on the A9, mayhem on the M1 ... need I go on? **Total mileage 298
Grand total 726**

THE REAL CHAMPIONS

FH16-750 6x2 Globetrotter XL tractor + Krone Tri-axle box trailer V20 VTC

FH-500 6x2 Globetrotter XL tractor + Krone Tri-axle box trailer V222 VTC

FH-500 6x2 Globetrotter I-Shift Dual Clutch tractor+ Lawrence David Stepframe tri-axle curtain trailer V55 VTC

FH-460 6x2 Globetrotter tractor + SKAB tri-axle fridge trailer V555 VTC

ELMIA TRUCKSHOW

We think the Brits are mad about show trucks but the Scandinavians are equally as nuts about extreme custom trucks. Thanks to a kind invitation from Volvo Trucks, editor Matt was on hand to capture some of these amazing vehicles at the Elmia Lastbil Truck Show over August bank holiday weekend at Jönköping in central Sweden. The Elmia Lastbil show really is where the UK equivalent of the CV Show meets Truckfest – trade halls brimmed full with anything the the Scandanavian truck operator or driver may need to an outdoor exhibition for big stuff like cranes and timber trailer. The show runs from midweek but on Friday it becomes the chosen destination for the wildest and best prepared trucks in the Nordic state. The show attracts over 40,000 visitors so we tried to snap the weird, the wonderful and the simply outrageous...





Älgskadefondsföreningen

Every year in Scandanavia, there are over 6,000 road traffic accidents involving moose and another 45,000 involving other wildlife such as reindeer, lynx and wild boar to name but a few. Another amazing fact is that on average in Scandanavia if you are travelling at 56 mph you will pass a wild animal that is less than 300 metres away every 23 seconds. Älgskadefondsföreningen is a volunteer organisation with over 80,000 members that promotes the awareness of serious accidents involving wild animals. Members also benefit from financial assistance if involved in an accident with larger wild animals. A stark reminder of the severity of an accident is with the car on their stand. It was not a mock-up but a real life collision with a large animal where the driver sadly died.



Örebro Truckstop

Örebro, situated in the middle of Sweden, has always been known as a crossroad, with a convergence of major transport routes. Plans were drawn up to build a 'super truckstop' offering everything from a good meal to an hydraulic repair. So far 21 transport-related businesses are on site



As you would also expect, there was a whole wealth of chrome and lights for the Scandinavian driver to adorn his or her truck, but more fitting to this market were plenty of snowchains



VOLVO STUNT GOES VIRAL

OVER 90 MILLION YOUTUBE HITS PROVE THE STRENGTH OF VIRAL MARKETING. THIS ASTRONOMICAL FIGURE HAS BEEN PRODUCED BY A SUCCESSION OF SIX 'VIRAL VIDEOS' PRODUCED BY VOLVO TRUCKS.

Many remember the nail-biting 'ballerina stunt' featuring 'Slacklining champion' Faith Dickey, walking between two speeding new FHs on a closed section of motorway in Croatia, in which Dickey must cross before the trucks enter a tunnel. But the 'Viral Video' that really propelled the Swedish truck manufacturer to the fore was the 'Epic Spilt' featuring legendary Hollywood hardman Jean-Claude Van Damme, known

for his martial arts prowess and his extremely pliable body. In the stunt, Van Damme perched on the door mirrors of two reversing FHs that gradually pull apart, leaving him suspended in the full split position with only his feet supporting his weight. It attracted over 75 million views plus a whole array of spoofs and parodies. Viral marketing via social media has become paramount in all big business marketing efforts – but who has the ideas and what makes it work? VTD headed to Gothenburg to meet up with the team that put Volvo Trucks at the top of the viral video tree...

Down a side street in the middle of Gothenburg is door marked Forsman & Bedenfors. You could be mistaken for thinking it is a local firm of solicitors, but no – F&B is the marketing company behind the Volvo Trucks' revelation in this new style of marketing to the masses via social media. Cilla Pegelow, account supervisor for F&B, explains that traditionally the company works for consumer brands such as Ikea, but when they entered talks with Volvo Truck it became clear the manufacturer wanted something very special to help with the launch of its new FH range.

Slacklining champion Faith Dickey in the death-defying stunt that set the scene for Volvo's series of viral videos

Sophia Lindholm, creative director for F&B, knew having sat down with the client that Volvo Truck wanted to reach a whole new buying audience and wanted a platform to support this activity and go big with it. It was then when they came up with the idea of a YouTube video. Now the really hard work began. It was agreed that YouTube would offer the right platform with a

true global reach – but what message did they want to convey for Volvo Trucks? Having spent a long time speaking with the engineers, the F&B team went 'back to school' and learned as much as possible about trucks – and in particular about the features of the new Volvo trucks that were been readied for launch.





VOLVO TRUCKS FIRST ON THE MARKET WITH CHASSIS-UNIQUE DRIVER HANDBOOK AS AN APP



The suspension and steering and the handling on the FH became the hook. But how do you make that interesting and really get the audience sitting on the edge of their seats?

After much deliberation, the slacklining idea using with Faith Dickey was born. As you would expect, these types of stunts have massive risks attached to them and it was originally decided that two stunt drivers would carry out the driving. In the end it was decided to use the two Volvo drivers who had delivered the vehicles to the location in Croatia. After that, only Volvo's own drivers would carry out the stunts for the films.

Once the video went live, the entire F&B team were glued to their machines, constantly hitting the refresh button. And at Lindholm's own admission, the initial success took them by surprise. Having struck a note, it was full steam ahead for the rest of the planned videos, all following a similar vein, picking up on certain key technical features and adding excitement and intrigue.

The second in the series was 'The Hook' that demonstrated the strength on the front eye on the new

FMX, so one was suspended above the port in Gothenburg to add the wow factor and the Volvo Trucks president was stood on the front grille of the truck. Next Charlie the Hamster showed YouTube viewers how light the Dynamic Steering was. The chase again showed the ease in which the new FL (painted red) could be driven through a Spanish town being chased by a herd of angry bulls. In order to demonstrate the high ground clearance of the FMX, a Volvo Truck technician was buried up to his neck in sand and an FMX travelling at speed narrowly misses his head. The real big one was of course the memorable 'Epic Split'. The chosen technical feature was the precision of the Dynamic

Above: Jean-Claude Van Damme shows off his expertise in a stunt which truly stunned the world while below, a Volvo technician proves the superb ground clearance of the Volvo trucks by being buried up to his neck in sand – and surviving a close call

Steering, and the team decided that it would be great to get someone standing on the two trucks as they reversed and then to do the splits. After a bit of brainstorming between the F&B team, the suggestion of Jean-Claude Van Damme was put forward, a call was made and he agreed – and the rest as they say has gone down in social media history!

Such was the success of the 'Epic split' that the video picked up top prizes at the 'world cup of advertising' in Cannes. In all, the campaign-demonstrating innovation of the new truck range received 20 awards, including eight gold prizes and two prestigious Grands Prix in the Cyber and Film categories.

Trying to correlate this type of modern marketing activity into success is virtually impossible. But another way to look at it is to ask what would it have cost to use a more traditional way to broadcast the Volvo Trucks message to such a large audience? F&B puts that value at 170 million dollars! ■



VOLVO TRUCKS' DRIVER HANDBOOKS ARE NOW AVAILABLE IN A NEW VERSION ON THE INTERNET AND FOR SMARTPHONES AND TABLETS.

The idea is to always give customers, drivers and mechanics access to up-to-date, chassis-unique information irrespective of time and place. Today Volvo Trucks customers receive a chassis-unique printed driver's handbook when they purchase a new truck. Now the manual will also be available in digital form with extended functionality. "With our digital driver's handbook the user always has access to complete, up-to-date and specific vehicle information that is even available offline. The digital manual features tools that make it far simpler to find what you are looking for. It includes instructive films and images to show how the truck's various functions can be handled in the best possible way," explains Malin Ersman, project manager at Volvo Trucks. The new driver's handbook can also contribute to increased

vehicle uptime. Since the workshop engineers can immediately see exactly how the truck is configured, it is possible for them to respond more quickly to customer questions about various functions and how

they should be handled. Volvo Trucks' new digital driver handbooks are free of charge and are available for the Volvo FH, Volvo FH16, Volvo FM and Volvo FMX models, with the exception of trucks built in

South America. The new digital driver handbooks are available both on the Internet and as apps for downloading to smartphones and tablets from AppStore and Google Play.



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Spring winner: Due to a technical issue Springs Spot the Difference will rerun in a future issue, sorry for any confusion caused. Winners details will be displayed in the Autumn/winter issue of VTD Magazine

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