Gothenburg Welcomes Grand Opening of World of Volvo

In April, Gothenburg will unveil its newest attraction - World of Volvo - a captivating experience center designed to immerse visitors in the rich history, innovative spirit, and cultural significance of Volvo. Located in central Gothenburg's new event district, it's a one-of-a-kind experience hub with a unique Scandinavian architecture, covering 22 000 m2.

As a joint venture between Volvo Cars and Volvo Group, World of Volvo aims to be a premier destination and meeting place, hosting a mix of temporary and permanent exhibitions, cultural events, talks, conferences and Nordic cuisine.

The centerpiece of the five-story building is the 4,500 m² exhibition space, carefully designed to showcase Volvo's innovations and commitment to "omtanke", emphasizing consideration and care for people. Visitors embark on a journey through time, exploring Volvo's iconic vehicles, real-life stories and interactive experiences that highlight the brand's impact on everyday life and society.

"We want to create experiences together with our visitors, and we aim to make every visit to World of Volvo a new and inspiring experience," explains **Ulrika Sandford**, Marketing & Communication Manager at World of Volvo.

Built for people by people, World of Volvo offers an array of surprises for visitors of all ages, from electric excavators to a wind tunnel demonstrating the power of aerodynamics. Parts of the exhibition will be temporary and updated in line with upcoming themes.

With only a few weeks until the grand opening, excitement mounts.

"We look forward to witnessing the unique encounters between our visitors and the diverse elements of the exhibition. We believe that the fusion of people, technology, and creativity will deliver an extraordinary experience," says **Magnus Wrahme**, CEO of World of Volvo.

World of Volvo opens its doors on April 14, 2024.

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