

Copywriting, Volvo UK model year and range brochures

During its agency tenure for Volvo UK's below the line consumer and dealer communications, Clarke Hooper commissioned me to develop copy and messaging across the account - including Volvo's UK model brochures. Our new dynamic tone of voice helped support the brand's metamorphosis from 'safe' to 'safe and exciting'. Copy: Ian Castle, Freelance Copywriter. Design and production: Clarke Hooper

Extract:

The new Volvo V70. A different kind of family car.

Volvo's first estate car was conceived in Sweden in 1953. It was called the Volvo Duett.

It was a design, which, for the first time, realised Volvo's idea of two cars in one: a car for work and a car for leisure. It was a sales success. The Volvo Estate was born. With more than 50 years of estate car development behind us, the concept is even more valid today than it was then.

Owners look to Volvo for the integrity, quality, performance and durability that no other estate can match. They look to Volvo for pioneering safety they can trust implicitly.

Now, once more, Volvo leads the way with a different kind of family car: The new Volvo V70.

Get more out of life with a new Volvo V70.

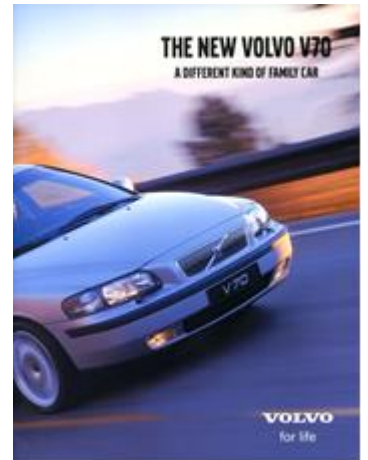
(Dynamic car image)

Should estate flexibility and space spell the end of driving responsiveness and fun? We don't think so. Take off in a Volvo V70. See for yourself. You'll quickly discover the performance and agility of a saloon with the capacity and flexibility of a Multi-Purpose Vehicle.

Inside, you'll find a car as roomy and welcoming to seasoned executives as it is to growing toddlers. Outside, the space is packaged in sleek, low lines and stylish curves.

Because life is full of unexpected demands, the Volvo V70 is always well prepared. A range of five smooth turbocharged petrol and direct injection turbodiesel engines make the most of a road-hugging chassis and suspension. ABS brakes, with electronic brake distribution and Stability and Traction Control (STC) guarantee sure-footed handling.

In every sense, The Volvo V70 is a breath of fresh air. In addition to outstanding economy and low emissions, the new PremAir ozone converter in the radiator converts ground-level ozone to atmospheric oxygen – every mile you drive.



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