



SWEDISH INSPIRATION

THANK YOU FOR THE MUSIC

Armed with catchy hooks, multiple harmonies and sparkly costumes, ABBA conquered the world like no Scandinavian musicians before or since. The 1974 Eurovision Song Contest-winning group went on to sell more than 400 million records, taking a place alongside Volvo Trucks as one of Sweden's biggest export successes.

Borrowing their name from a Swedish canned fish company – it is also an acronym using the first letters of their first names – ABBA won critical and public acclaim, scoring more than a dozen number ones around the world.

Agnetha, Björn, Benny and Anni-Frid (Frida) may have gone their separate ways more than a quarter of a century ago, but ABBA have never really disappeared from the airwaves. The super-group has been the subject of a steady stream of revivals prompted by cover versions, musicals and movies paying tribute to the band, and they

still manage to sell more than two million albums a year. On the back of the 2008 success of the film *Mamma Mia!*, ABBA's greatest hits album 'Gold' returned to album charts around the world and reached the top of the pops in the UK for no less than the fifth time, making it the oldest album ever to reach number one.

What better place to immerse yourself in the sound of Sweden than the cab of a Volvo truck?

Years of research have helped Volvo make great strides in improving the sound environment for the driver. Adjustments to seals, improved aerodynamics, added insulation and modifications to engines have helped significantly reduce road, engine and chassis noise. All of which contributes to a harmonious sound environment inside our vehicles, and less noise outside them. And that should be music to everyone's ears. ■