



ACCESSORIES AND MERCHANDISE TOOLKITS



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Everything we do is designed around people, so every innovation we make is designed to simplify and improve your life – and that has always carried through naturally into Volvo's ethos of car making.

For our Lifestyle Collection we work with carefully selected partners who offer premium products that represent and promote the values of the Volvo brand. Luxury products that are handpicked for customers who can identify and relate to Volvo.

Some examples of our collaborations are Orrefors, who produce luxury glass and can be found on the gear knob inside cars with the T8 Twin Engine. Also the renowned audio maker Harman Kardon with their magnificent sound system found in some Volvo cars, who also produce bluetooth speakers and personal headphones. The range is constantly being updated so please check the website www.collection.volvocars.com

Part of the pleasure of buying and owning a Volvo is making each car unique with our Volvo Genuine Accessories and Merchandise Collection.

So we can ensure that our range is easy to understand and simple to purchase, we've put together this toolkit. It means that you can price all the Volvo Genuine Accessories and Merchandise we supply, and because you know your customers best, what you'd like to display in store.

This toolkit should be the responsibility of one specific person within your Dealership, someone you can nominate to ensure that when it comes to displaying Volvo Genuine Accessories and Merchandise to the best effect, and we're always up to standard.

There are 2 separate toolkits for both accessories and merchandise.



ACCESSORIES



1 COMPLETE ACCESSORY PRICING KIT
PN 40005806

The full kit contains 37 product tags which are made up of 3 sections, held together with a ball-chain connector and can easily be unclipped. Each product has been specifically selected, if there is no product tag available then there is no requirement to display a tag on the accessory. The full list of accessories is shown opposite.

Each product tag can be individually priced, there are clear labels included which can be peeled off and affixed to the marked area on the product specific tag..

For items such as cargo mats or anything without an area to loop the chain through, there are clear self-adhesive buttons which can be used to attach to the product. These can be attached to the underside of the item so it is not seen.

There are 37 product tags currently, but the list is being reviewed constantly, please note these are only for accessories and there is a separate solution for merchandise (see overleaf).

Accessory product tags (set of 37)

- Sunshades
- iPad Holder
- Cooler/Heater Box
- TomTom 5100
- Front Park Assist
- Front Blind View Camera
- Rear Seat Entertainment
- Road Hawk DC-2
- Protective Steel Grille
- Horizontal Load Divider
- Dog Gate
- Load Liner Dog Gate
- Dog Harness
- Nylon Protective Net
- Textile Reversible Cargo Mat
- Textile Reversible/
- Foldable Cargo Mat
- Moulded Plastic Cargo Mat
- Dirt Bumper Cover

- Bumper Cover
- Full Load Dirt Cover
- Loadliner
- Load Carrier
- Ski Holder
- Volvo Roof Box
- Space Design Roofbox
- Sport Time Roofbox 2003
- Aluminium Roof Bike Holder
- Fork Mounted Roof Bike Holder
- Towbar Mounted Bike Rack
- Infant Child Seat
- Isofix Base
- Rear Facing Child Seat
- Child Booster Seat
- Padded Child Seat Upholstery
- Seat Kick Guard
- Child Safety Mirror
- Winter Kit

2 ILLUMINATED ACCESSORY DISPLAY HOLDER
PN 40005986

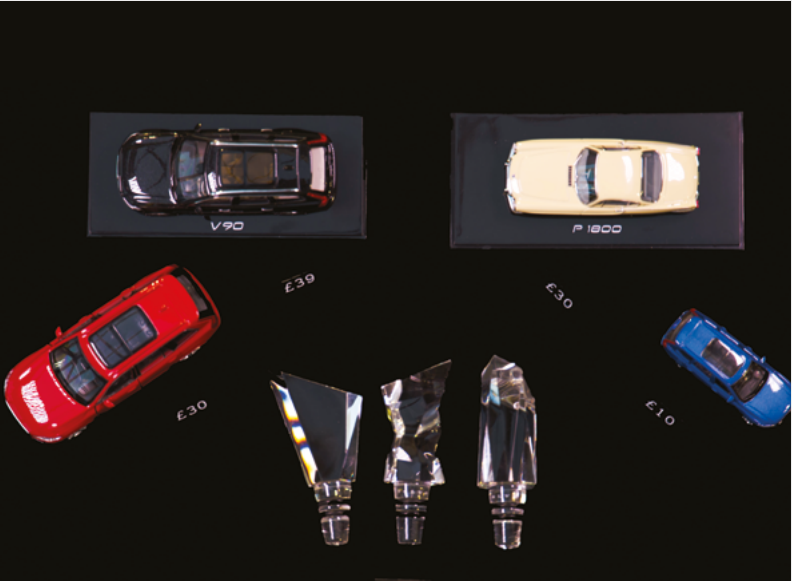
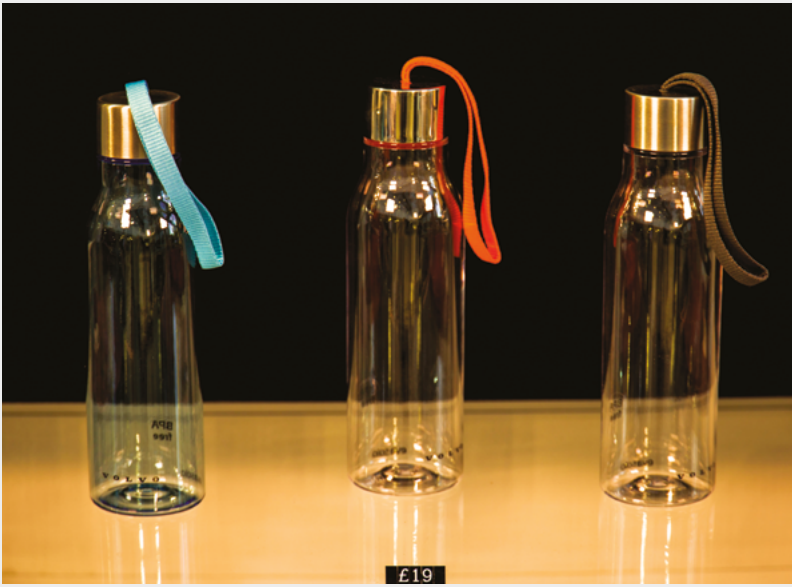
A further point of sale promotion tool to be used in the rear of the car and plugged into a 12V socket. Predominantly used for the current accessorised car, they can also be used for other packs on other cars.

VCUK will automatically send out a new version for the accessorised car, dealers may choose to print their own for other cars. Details of this can be found under Inside Volvo.



MERCHANDISE DISPLAY

We work with a number of carefully selected partners who offer premium products that represent and promote the values of the Volvo brand. The range of Lifestyle merchandise available can be found on the webshop <https://collection.volvocars.com>



Some dealers have gone through the VRE (Volvo Retail Experience) process, some are transitioning and others will continue with their current VNF (Volvo Next Face) sites for some time. Therefore there are different assets available for display depending on what type of site you have.

MERCHANDISE PRICING



3 BLACK PRICING TILES
PN 40005969

There are some new black pricing tiles for use in VRE cabinets. They come in a kit of individual numbers, £ signs and .50 . Dealers can set their own pricing but should only display to the nearest £1 or .50

The current list of suggested merchandise can be found on Inside Volvo, please search Volvo merchandise for the latest update.

4 A6 ACRYLIC BLOCK
PN 40005810

A larger block, these are for use with specific product information sheets. Aimed specifically for use in VRE cabinets, these blocks will contain specific product information about merchandise.



5 A7 ACRYLIC BLOCK
PN 40005968

5 A4 PERFORATED SHEETS
PN 40005982

Comes with full instructions how to use the block and templates.

For VNF dealers, there are some new A7 acrylic blocks which can display 1, 2 or 3 items. There are templates available on Inside Volvo, search 'merchandise templates'. There is paper available to order which has been perforated into A7 sizes and pre-printed with the Volvo iron mark logo. This means it is easy to print on a standard printer in black and white.

6 GLASS CLEANING KIT
PN 40005980

To keep your merchandise and cabinets in pristine condition, there is a glass cleaning kit available to order under this part.

Further cloths can be ordered in packs of 2 under PN 40005981.

MERCHANDISING TIPS

- You can combine all types of small merchandise items in your cabinets and achieve a well-balanced and eye-catching layout by:
- Removing items from their packaging to show off the product, e.g. model cars, bottles etc.
 - Placing items in descending order of size
 - Grouping items in to small collections, such as water bottles, key rings and USB drives
 - Using the appropriate pricing mechanism – acrylic blocks or black number tiles, keep it consistent
 - Less is more (but not empty) fewer items make for a more premium display
 - Keep the display looking fresh and clean

If you have any queries or require further information on accessories and merchandise, please contact the following:

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