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## VOLVO CARS WEB SITE RANKED 8TH OF 300 IN GLOBAL SURVEY

**The Volvo Cars web site [www.volvocars.com](http://www.volvocars.com) has been ranked 8th in a worldwide survey of 300 sites carried out by Byte Level Research, which has been studying the web sites of global companies since 2000.**

The survey ranks a web site using five criteria:

- How quickly web pages display
- Whether the content is in the user's narrative language
- Whether the content is localized for the user's background in terms of country and culture
- Whether the locally designed content is simple to find
- Whether web design and branding is globally consistent

Volvo Cars was ranked highest of all carmakers and was place eighth overall. The company's web site is designed primarily for car customers. The international section of the site, which is in English, is supplemented by about 60 market-specific sites in target group languages, with appropriate content.

"We are very proud to have performed so well in the survey," comments Martin Jobin, head of CRM & Interactive Marketing. "We were up against some really strong names," he adds.

The top ten were:

1. Google
2. Wikipedia
3. HP
4. Cisco Systems
5. IBM
6. Dell
7. Ikea
- 8. Volvo Car Corporation**
9. DHL
10. Xerox

"Of the one billion people now using the Internet, fewer than 30% are native-English speakers," said John Yunker, author of the study and president of Byte Level Research. "Volvo Car's automotive web site, by supporting more than 30 languages, demonstrates a solid commitment to speaking to the world, across borders, cultures, and languages."

David Holecek of Interactive Marketing at Volvo Cars spent several years on the design of the web site and informing all Volvo Cars market companies about it. And more and more parties are joining up:

"Volvo Cars is represented in about 100 markets and an even greater number of these will probably be linked to [www.volvocars.com](http://www.volvocars.com) by the time the next survey is carried out," he says.

*For further information, please contact Volvo Cars Press spokesman Christer Gustafsson, tel. +46-31-596525, [cgustaf4@volvocars.com](mailto:cgustaf4@volvocars.com).*

*Or president John Yunker, Byte Level Research, [www.bytelevel.com](http://www.bytelevel.com), [jyunker@bytelevel.com](mailto:jyunker@bytelevel.com), tel. +1 (760) 317-2001*

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### RELATED INFORMATION

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### WEB LINKS

[www.volvocars.com](http://www.volvocars.com)

*The descriptions and data contained in this press material (release) apply to the international model range of Volvo Car Corporation. Specifications may vary from country to country and change without notice.*