



**NEWS RELEASE**

SEPTEMBER 28, 2016

**FOR IMMEDIATE RELEASE**

CONTACT: Chris Dixon  
Volvo Cars Hilton Head Head  
843-815-6400 or 703-298-7700

**VOLVO CARS HILTON HEAD PIONEERS  
VOLVO'S FIRST U.S. CERTIFIED PERSONAL SERVICE PROGRAM**

BLUFFTON, South Carolina (September 28, 2016) – Volvo Cars Hilton Head today announced it was hand-selected by Volvo Car USA to be the first-in-the-nation to build and initiate the new Volvo Personal Service (VPS) program being officially launched on Wednesday, September 28, 2016.

Volvo Cars Hilton Head, under the leadership of longtime business partners Chris Elliott and Mike Turner, was chosen to work with a team from Sweden from among the more than 300 Volvo dealers in the country to pioneer this revolutionary reinvention of the industry's repair and maintenance model. The project has been in the works for more than a year and is now ready for unveiling to customers.

"Volvo continues to be a 360-degree innovator in the automotive industry – first seat belts, then airbags and now autonomous-driving vehicles and a fully-transparent service experience for our customers," Volvo Hilton Head's Chris Elliott said. "It's a brand we are proud to represent and look forward to more opportunities to be first-in-the-nation when the first American-made Volvos roll off the new South Carolina assembly lines in 2018."

The essence of the program is to transform and streamline the service experience by pairing customers with a Personal Service Technician (PST), who guides the customer through the entire process, which eliminates redundancy and fosters trust and transparency as customers are encouraged to watch their PST diagnose and work on their vehicle in the comfort of the renovated showroom.

"We spent countless hours working on our facility to meet exacting standards established by Sweden to make sure our customers feel confident and well-taken care of as we proudly bring this new level of service to the U.S.," Volvo Hilton Head's Mike Turner said. "We could not have done this without a special team of service and maintenance professionals who are well-qualified to not only interface with customers but also work on some of the most sophisticated Volvos and cars on the road today."

(more)

A team from Volvo Car USA, headquartered in Rockleigh, New Jersey, will be in Hilton Head for the launch and certification ceremony on Wednesday. The VPS program was piloted in Europe before it was brought to the American market. Volvo Car USA has recently signed on an additional five Volvo dealerships to create the VPS program being unveiled this week in South Carolina.

“The aim is to make the service experience less complicated and more convenient. Combining a personal, small-shop feeling with the advanced technology and factory training that’s only available at a Volvo dealership, takes the service experience to a new level,” Volvo Car USA Vice President of Customer Service Scott Doer said.

The day-to-day operation of the new VPS program is being managed by Volvo Cars Hilton Head’s Fixed Operations Director Chris Dixon.

“Not only will this enhance the experience of our customers as they will speak to the same person at pick up and drop off, but it also emphasizes collaboration since our team of specialists will be working together similar to a racecar pit stop,” Dixon said. “Customers can watch the action from our renovated lounge with complimentary refreshments, WI-FI and entertainment – just a short moment of peace before their car is ready and they can get on with their day.”

# # #

\*\*Editors Note: Reporters are invited to preview the VPS experience before Wednesday’s unveiling. The event begins at 12p with vehicles and customers going through the new program. Lunch follows with prepared remarks at 2p. The event concludes no later than 3p. Please contact Chris Dixon at 703-298-7700 to arrange a behind-the-scenes tour or for additional details.