



THROUGH **OUR PEOPLE**

## WE DELIVER RESULTS

Everything is possible when you have an engaged workforce – so we make it our business to ensure that every one of our almost 17,000 employees across the world feel valued as team members.

The diversity of our workforce is one of our greatest strengths and by bridging differences in generations, gender, religion, race, ethnicity and nationality, we can benefit from being a truly global company.

## WE LIVE THE VOLVO WAY

Quality, Safety and Environmental Care are values that permeate throughout our organization, our products and our services. We have developed a unique way of working around these core values, calling it the 'Volvo Way'. We work together towards profitable growth with energy, passion and respect for the individual.

The Volvo Way – it is a culture of trust, respect and co-operation. We have a great working environment and, therefore, a key competitive edge.

## WE CARE FOR OUR CUSTOMER

Our customers number in the hundred of thousands and span every corner of the globe. They range from multinational companies to small, family-run businesses, and many of them are long-standing customers who've turned to us repeatedly for their equipment needs.

We strive to be each customer's favored business partner by listening to and understanding their every business requirement. Our close relationships allow us to continue to develop new products and services that provide trouble-free operation and value for every customer.



# WE ARE APPROACHABLE

## ASK OUR EMPLOYEES

We make every **effort** to consolidate and reinforce our reputation as an attractive, first choice employer.

A good work environment, continuous competence development and other training programs and activities help us to build a workplace where people enjoy living up to and surpassing our customers' expectations for satisfaction.

Efforts to improve the work environment are a natural part of our daily routine. We encourage **dialogue** across all levels and functions. With an **annual Attitude Survey** we receive feedback from our employees to check that we are getting things right. It's a win-win situation as a happy workforce directly correlates with success for the business.



## ASK OUR DEALERS

The majority of our dealers have represented us for decades – as a matter of fact some have been with us since the 1930s. All of them take pride in selling Volvo construction equipment and we are proud of the work they do for us.

There is a constant two-way stream of conversation between us and our more than 200 dealers around the world.

Our role and responsibility as a quality supplier is to provide our dealers with the specific product knowledge and other skills they need to satisfy customers. Every year, several thousand dealer mechanics, service technicians and product specialists receive specialized training from us and more than 150,000 hours of service training is carried out.

But we also need feedback from our dealers to ensure we are delivering the right machines and services to our customers. They provide us with valuable information on quality-related issues, delivery and support, day-to-day customer relations, as well as opinions on our equipment and service provision.

## ASK OUR CUSTOMERS

For us, creating satisfied customers is the priority. Our target is to be number one in customer satisfaction and our mission, therefore is to develop equipment and services that provide trouble-free operation and create value for our customers. We regularly conduct Customer Satisfaction Surveys to ensure we are doing our job. The survey is also a means for our customers to give us feedback on how to continue the process of constant improvement.

We have an expanding product portfolio that comprises a vast array of different machines. Over the past few years, we have begun the process of studying each user segment of our market in minute detail to enable us to create tailored packages. We are doing all the hard work to make our customers' buying decision as simple as possible. Our segmentation approach will ensure that all our different product lines and services are brought together in a truly accessible format for every sector.

Our in-depth understanding of the market will also allow our people to come up with solutions to day-to-day problems, as well as being ahead of the game when it comes to providing innovative solutions to issues as they arise.



# WE ARE PASSIONATE

## ABOUT QUALITY

We have been influential in engineering for over **175 years** and from day one have based our designs on a single guiding principal: customer satisfaction. Through our passion to get everything right first time for our customer, we have built an enviable reputation for providing reliable, effective and efficient equipment to our customers around the globe. We strive at all times for zero-fault quality and before our machines hit the market, they are put through some of the most rigorous testing procedures. Our customers therefore trust us to provide machines to get a job done with the minimum of fuss.

## ABOUT SAFETY

At Volvo Construction Equipment, safety is no accident – it is at the heart of everything we do and our commitment to safety from design to production and maintenance is second to none. We are constantly developing new features that improve the safety and reliability of our machines. But providing safer equipment is only part of the solution – no matter how safe a machine is, accidents still can happen. Construction sites are hazardous places and one accident is one too many. We are therefore making investments in education to improve the wider construction industry's safety records.

## ABOUT THE ENVIRONMENT

We believe the future is **green** and are making every effort to **limit environmental damage** caused by our machines. Our products and processes ensure that energy and raw materials are used efficiently while minimizing waste over our machines' lifespan. And our designers have used the latest technology to ensure that all our products conform to the **strictest legislation** on vehicle emissions.

We truly care about the **environment** and invest substantial amounts of money each year in research and development to create new breakthrough concepts.

Our engineers have already worked hard to make sure every last drop of fuel is put to good use through the development of **Volvo Advanced Combustion Technology** – V-ACT. Our existing combustion engines, which run on traditional fossil fuels, produce fewer harmful emissions than ever before – they also run more efficiently.

But we will not rest on our laurels. Our passion and commitment to the environment drives us on to develop environmentally friendlier machines for the future.

We are on the brink of an exciting step forward as we edge ever-nearer to bringing the industry's first hybrid wheel loader to market. Tests on our prototype hybrid engine, which combines the best aspects of diesel and electrical engines, have shown there is great potential for considerable fuel savings. There is also a huge opportunity to reduce our equipment's impact on the environment through lower noise and exhaust emission levels.

We believe we are at the forefront when it comes to the development of green technology and are determined to stay that way.



## ABOUT OUR CUSTOMER

Our machinery has satisfied customer needs for over 175 years, but now we are going one step further. We are working more closely than ever before with customers so we can get to know their businesses inside out. The approach of total market understanding allows us to develop a full-product and service offer that is tailored to each industry segment. It is a huge investment of our resources, but by going the extra mile we can build more quality into our equipment long before the production process begins.

## ABOUT OUR SERVICE

Our service does not stop once customers purchase our equipment. We strive to keep customers happy through a network of 10,000 service technicians in 2,000 service points across 150 countries. We want our customers to concentrate on getting the job done – not worry about maintaining equipment or financing the equipments' acquisition. While Volvo Customer Support can help keep customers' equipment up and running, Volvo Rents provides an alternative for businesses that don't want to purchase machinery outright. For those who do, we have a Volvo Financial Services to find the perfect tailored financing solution to fund these important acquisitions.

## ABOUT OUR PEOPLE

To succeed in business, we need to be able to react faster to change than our competitors, which is why we have adopted the Volvo Way. Our culture is built on loyalty, integrity, teamwork and vitality so that as a team we can work towards profitable growth with an energy, passion and respect for the individual. We are working towards a more open decision-making and implementation process to speed up the time it takes to move from Word to Action.

## ABOUT GIVING SOMETHING BACK

We believe it is our privilege to give something back to the global community and do this through sponsorship of sport, culture and environmental initiatives. The **performing arts** are at the center of our cultural support and we provide **sponsorship** to raise ecological awareness through global projects, while golf and sailing are linchpins to our sports sponsorship.

For instance, we have supported the European Golf Tour for 20 years and have been involved in our flagship sponsorship event – the Volvo Ocean Race – since 2001.

