



It's been more than a decade since the last Volvo Open House, but the folks at Volvo Cars of North America have decided to open their doors in Rockleigh, N.J., on Saturday, Oct. 23, to members of Volvo Sports America and Volvo Club of America.

There's no fee – but the only way to register and attend is to be a current VSA club member. (*Club members will be permitted to bring one non-member guest.*)

“Club members are some of our greatest brand ambassadors,” said Geno Effler, VCNA’s vice president of public affairs. “We want to share what’s new with Volvo and let these ambassadors drive our new cars and experience our latest safety technology.”

Along with experiencing City Safety in the XC60 and Pedestrian Detection in the all-new S60 (arriving this fall), attendees can test drive other Volvo models. “The more a brand ambassador knows about our model lineup, the better,” Effler said. “Whether they themselves buy a new Volvo is one thing, but brand ambassadors also influence the choices of their friends and associates when they buy a new car. So, the more ambassadors know, the better.”

Informational sessions will be hosted by various departments including parts & service, customer care, product planning and marketing.

There will be a display area for members’ cars so, when you register, you’ll need to indicate if you’d like to reserve a spot in that area.

“There won’t be any formal judging or class awards,” Effler said. “I think, however, a few of our executives may give out prizes for the Volvo they’d most like to drive.”

Lunch will be provided and it’s expected there will be a lemonade stand operating, too. “It won’t be just any lemonade stand, but one from Alex’s Lemonade Foundation,” Effler said. “Volvo is a founding sponsor of this non-profit that funds pediatric cancer research. We’d like to sell a lot of lemonade that day in order to help the foundation, so come thirsty!”

“From our family to yours, we’re looking forward to seeing you this October,” said Doug Speck, VCNA’s president and CEO.

VSA members can register for the Volvo Open House by mailing the below form to: *VSA Membership, P.O. Box 352, Fairless Hills, PA 19030-0352* or scanning it and e-mailing it to: membership@vsa.org. The deadline is *October 13th*.

VSA Key # _____ as found on your VSA Magazine address label

Name(s) _____

Address _____

City _____

State _____ Zip _____

Contact Phone Number _____

E-mail _____

Do you want to display your car? Yes No

Model & Year _____ Stock Modified