

## Shareholder Notice: Material Brand & Liability Risk — Volvo Car USA Safety Representation vs. Legal Disclaimer

Alexander Rusov <press@forlifenotforsale.com>

Mon, Mar 30, 2026 at 9:18 PM

To: ir@geely.com, media@geely.com, contact@zgh.com, geely.global.pr@geely.com  
Cc: eric.li@geely.com, lishufu@geely.com, donghui.li@geely.com, daniel.li@geely.com

Dear Mr. An Conghui,

I am writing to you directly, in your capacity as Chief Executive Officer of Zhejiang Geely Holding Group, because I believe you have a material interest in a developing public matter involving Volvo Car USA that has not, to my knowledge, been escalated to your level.

In January 2026, a Volvo-certified courtesy loaner vehicle was issued and re-issued to my family — without inspection — at Gunther Volvo Cars Coconut Creek, Florida. A firearm with 14 rounds of live ammunition was present in the car. My 4-year-old autistic son rode in that vehicle twice before the dealership discovered it. The incident is documented in Coconut Creek Police Department Report #2026-00652 and is the subject of FTC Complaint #198424249.

What began as a dealer-level failure has become a structural corporate contradiction with direct implications for Volvo's brand value and Geely's investment. On February 25, 2026, Volvo Car USA's outside counsel, Shook, Hardy & Bacon LLP, issued a formal letter disclaiming all corporate responsibility for dealership operations — including inspection, preparation, and custody of loaner vehicles. Four days later, Volvo's own marketing department sent my family a mailer promoting the same dealership as "an important step in your safety prep" assuring that "Service is part of staying safe."

Geely acquired Volvo Cars in 2010 in large part because of the value of its safety brand. At Volvo's 2024 Capital Markets Day, CEO Jim Rowan told investors explicitly that "the premiumness of our products is safety — a massive value added." Volvo's own lawyers have now put in writing that this value-add does not apply at the dealership — the only place most customers experience Volvo after purchase. According to Accenture's "Reinventing the Automotive Customer Experience," up to two-thirds of the automotive customer lifecycle occurs at the dealer level.

This is not merely a dealer-level incident; it raises a broader structural issue. The legal disclaimer issued by Volvo's counsel applies structurally to every Volvo owner in the United States who purchased a vehicle relying on Volvo's safety marketing — and who experienced Volvo primarily through the dealer network Volvo now disclaims. Hundreds of thousands of vehicles have been sold in the U.S. since 2019, each carrying an estimated \$5,000–\$15,000 safety premium. The gap between what was promised to investors and customers and what Volvo's lawyers now assert in writing represents billions in potential exposure.

I am currently preparing a public awareness campaign — ForLifeNotForSale.com — documenting this contradiction in detail, including the police report, the legal disclaimer, the marketing mailer, the CEO's investor statements, and Volvo's own Code of Conduct for Business Partners. You may review the finalized, unposted campaign assets attached:

- Website Staging Environment
- Documentary Evidence

A formal press inquiry with a response deadline of April 09, 2026 has been submitted separately to Volvo Car executive leadership, including CEO Håkan Samuelsson and General Counsel Helen Hu.

I am notifying you directly because, as controlling shareholder with approximately 78% of Volvo Cars, Geely Holding has a governance interest in how this matter is handled. I am not asking Geely to intervene in Volvo's legal strategy. I am informing you that a documented, sourced public campaign is imminent, and that Volvo's current posture — disclaiming all responsibility while continuing to market safety as its core premium — will be presented to the public, to regulators, and to the press in full detail.

I respectfully ask Geely Holding to consider two questions:

1. Does Geely Holding consider the gap between Volvo's investor-facing safety premium narrative and its legal disclaimer of dealer operations to represent a material risk to Volvo Cars' brand value and shareholder position?
2. Does Geely Holding wish to provide any statement for the record prior to the campaign's public launch?

Any statement provided by Geely Holding within the next 10 calendar days (by 5:00 PM EST on Thursday, April 09, 2026) will be published verbatim alongside our content. The Publisher reserves the right to publish the campaign materials provided herein as-is or in modified form. Please confirm receipt of this notice by reply email.

Respectfully,

**Alexander Rusov**

786-970-5755


press@ForLifeNotForSale.com

ForLifeNotForSale.com

March 30, 2026

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**8 attachments**

 **Website - User Agreement & Copyright Notice March 30R.pdf**


284K

 **Website - For Volvo Owners March 30R.pdf**

1731K

 **Website - For Life Not For Sale March 30R.pdf**

2376K

 **Evidence - Police report 2026-00652 from January 14 2026 with addendum from March 17 2026\_Redacted.pdf**

139K

 **Evidence - 2026-02-25 - VCUSA Response to Rusov Demand.pdf**

205K

 **Evidence - Certified by Volvo Service Contract # 189662 from Nov 06 2023.pdf**

532K

 **Evidence - Volvo Marketing Mailer — March 1,2026\_R.pdf**

1981K

 **Evidence - Volvo Cars Code of Conduct for Business Partners\_R.pdf**

2572K