
**Press Inquiry & Request for Comment: Volvo Cars Safety Promises vs. Dealer Operations
(Deadline: April 09, 2026)**

Alexander Rusov <press@forlifenotforsale.com>

Mon, Mar 30, 2026 at 9:14 PM

To: USMedia@volvocars.com, Kelly.Mason@volvocars.com, investors@volvocars.com, Jacquelyn.Johnson@volvocars.com, media@volvocars.com

Cc: Luis.Rezende@volvocars.com, hakan.samuelsson@volvocars.com, Helen.Hu@volvocars.com, fredrik.hansson@volvocars.com, Courtney.Murray@volvocars.com, cmoran@shb.com, DROGERS@shb.com

Dear Mr. Samuelsson, Ms. Mason, Ms. Johnson, Mr. Rezende, Ms. Hu, Mr. Hansson, and Mr. Kronqvist,

I am writing to you in my capacity as a consumer advocate and the publisher of the upcoming public awareness campaign, "For Life Not For Sale."

Prior to the scheduled launch of our website and documentary-style video campaign across social media, I am providing Volvo Cars AB and Volvo Car USA with a formal journalist inquiry and an opportunity to provide an official comment. Any statement provided by Volvo 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.

You may review the finalized, unposted campaign assets attached:

- **Website Staging Environment**
- **Documentary Evidence**

The campaign specifically contrasts Volvo's public-facing safety marketing with the legal disclaimers recently issued by your company. As part of this inquiry, please provide on-the-record responses to the following questions:

1. Does Volvo stand by the statement that safety is a "massive value added" used to premium the product?
2. Does Volvo contend that its safety messaging applies only to engineering and not to dealer-operated service, loaner, or courtesy-vehicle experiences?
3. If so, how does Volvo reconcile that position with customer-facing ownership and safety messaging on its direct marketing, which explicitly states that 'Service is part of staying safe,' and that Gunther Volvo Cars Coconut Creek is 'an important step in your safety prep'??
4. Does Volvo dispute that dealers are "Business Partners" subject to audit and termination rights under Volvo's own Code of Conduct?
5. Did Volvo Car USA authorize the sending of the March 1 safety and service mailer to my family *after* the February 25 legal response from your office disclaiming all liability?
6. Will Volvo confirm whether branded courtesy-vehicle safety falls within any Volvo-controlled standards, audits, or compliance expectations?
7. Will Volvo confirm that dealers remain bound by the Code of Conduct's safety and audit provisions despite the February 25 disclaimer?

If Volvo wishes to provide a statement, please ensure it is received by the April 09, 2026 deadline. Please confirm receipt of this inquiry by reply email.

Sincerely,

Alexander Rusov

786-970-5755

March 30, 2026

8 attachments

 **Evidence - 2026-02-25 - VCUSA Response to Rusov Demand.pdf**
205K

 **Evidence - Police report 2026-00652 from January 14 2026 with addendum from March 17 2026_Redacted.pdf**
139K

 **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

 **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