



Rétromobile celebrates Volvo's centenary: Välkommen till Sverige*

*Welcome to Sweden

Paris - september 2026

- A stunning exhibition to discover in the heart of Hall 4 from the 3rd to the 7th of February 2027.
- During the exhibition, the latter will transport visitors to Sweden: a minimalist design, natural materials and Nordic lighting will capture the Scandinavian spirit.
- Around ten iconic models will trace a hundred years of innovation, design and automotive safety: from the ÖV4, which began it all, to the 245 Turbo with its interior redesigned by Hermès, and including Irv Gordon's 1800S, the face of the motor show's poster



From the 3rd to the 7th of February, Hall 4 at Rétromobile will host a unique retrospective to celebrate Volvo's centenary. Designed as a journey through Sweden, the exhibition will bring together around ten of the brand's legendary vehicles, from the very first Volvo production to the latest generation of electric models: the ÖV4 'Jakob', a PV655, a Duett and Irv Gordon's Volvo 1800S, which is feature on the show's poster.

Beyond the vehicles themselves, a complete change of scenery is guaranteed: minimalist design, untreated wood and subdued lighting will come together to create a distinct Scandinavian setting for the duration of your visit. A journey crafted down to the very last detail.

From the ÖV4 to the new all-electric Volvo EX60: a century of Swedish history

It all began on the 25th of July 1924, over a dish of crayfish at the Sturehof restaurant in Stockholm: engineer Gustaf Larson and entrepreneur Assar Gabrielsson laid the foundations for what would become Volvo, with the support of the bearing manufacturer SKF. On the 14th of April 1927, the very first production Volvo, the ÖV4 nicknamed 'Jakob', rolled out in reverse of the Hisingen factory, as its gearbox had been fitted the wrong way round. A nice nod to the birth of a brand that would nevertheless make precision and safety its hallmark, right from the very first rollover tests conducted by Gustaf Larson himself. Produced in the late 1930s, the PV 655 embodied Volvo's move upmarket, with its six-cylinder engine and more imposing appearance.



At Volvo, the Sport Wagon (SW) is an institution: first introduced in 1953 with the Duett, the line continued with the 145 in 1967, followed by the 240 in 1974, whose styling was inspired by the experimental VESC concept car. Highly popular with families, the 240 series remained in the range until 1993. A highlight of the exhibition, the 245 Turbo previously owned by the former president of Hermès, Jean-Louis Dumas, will reveal its fawn-coloured leather interior, entirely reworked by the master saddle-makers at the Faubourg Saint-Honoré institution.



The 1966 Volvo 1800S that once belonged to the American Irv Gordon will also be on display at Rétromobile. It holds a record in the Guinness Book of Records, having clocked up over 5.2 million kilometres under its sole owner – the highest mileage ever recorded for a passenger car. A Sport Wagon variant of the 1800S, the 1800ES distinguished by its frameless glass tailgate, a stylistic achievement that has left a lasting impression on the automotive design enthusiasts.

Volvo Cars continues to make history with innovative models such as the new, fully electric EX60 exposed at the exhibition.

Safety: at the heart of the brand since 1927



The exhibition will also highlight just how much Volvo has shaped car safety as we know it today: the three-point seatbelt, patented in 1959; the rear-facing child seat, tested as early as 1964; and the global introduction of headrests in 1968... All these innovations, driven by the conviction of the two founders, Gustaf Larson and Assar Gabrielsson, that safety must remain the top priority, have since saved millions of lives and inspired the entire automotive industry.

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"You only turn 100 once. Rétromobile is a wonderful opportunity to celebrate Volvo's history with those who have kept it alive for generations: enthusiasts of classic cars and 'youngtimers'. Behind every model, there is often a memory, a personal or family story, a journey, an era. It is this emotional connection, as much as innovation, design and safety, that we want to share.

This major project kicks off the celebrations for our brand's centenary ahead of the actual anniversary date: 14 April 2027!" **Christophe Duchatelle, Chairman of Volvo Car France.**

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Two events, one shared passion for exceptional cars

Running alongside with the Ultimate Supercar Garage, a leading event dedicated to modern supercars. Both shows will open their doors together at a joint preview on Tuesday 2 February 2027; combined tickets will grant access to both events. Tickets are already on sale.

RÉTROMOBILE 2027

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Discover these legendary cars and the exhibition celebrating 100 years of Volvo.

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Abot Comexposium

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Comexposium engages professional and enthusiast communities around the world through an omnichannel strategy focused on meeting the real needs of its customers. Headquartered in Courbevoie, Île-de-France, the Group employs 1,200 people across its various subsidiaries. The Comexposium Group is jointly owned by SIPAC, a subsidiary of the Paris Île-de-France Chamber of Commerce and Industry, and Crédit Agricole Assurances.

About Volvo Car Group

Volvo Cars has been in existence since 1927. Today, Volvo is one of the world's best-known and most respected automotive brands, with vehicles sold in more than 100 countries. Volvo Cars is listed on the Nasdaq Stockholm under the ticker "VOLCAR B". "For life. We want to give you the freedom to move in a personal, sustainable and safe way." This philosophy is reflected in Volvo Cars' ambition to become a fully electric car manufacturer and to continuously reduce its carbon footprint, with the goal of becoming climate neutral by 2040.

In 2025, Volvo Cars sold 710,000 cars worldwide, 46% of which were electrified. Volvo Cars had approximately 42,600 full-time employees. Its headquarters, product development, marketing and administration are primarily based in Gothenburg, Sweden.

Volvo Cars' main manufacturing plants are located in Gothenburg (Sweden), Ghent (Belgium), South Carolina (USA), as well as Chengdu, Daqing and Taizhou (China). The company also has R&D and design centres in Gothenburg and Shanghai (China).