



Press Information

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STRIKING CHARITY DEMONSTRATOR HITS THE ROAD FOR VOLVO DEALER

Thomas Hardie Commercials has put its first new Volvo FH Globetrotter demonstrator into service, featuring a unique, eye-catching livery to help raise funds and awareness for Derian House Children's Hospice, which helps young people and their families across North West England.

The 6x2 pusher axle tractor unit sits at the centre of the dealer's new 'Drive it for Derian' campaign and has been decked out in a striking yellow and green livery featuring Derian House's mascot 'Danni'. Every customer that takes the demonstrator will be invited to make a voluntary donation towards the campaign, with the Volvo dealer planning to raise at least £5,000 across the year.

Steve Wilson, New Vehicle Sales and Marketing Director for Thomas Hardie Commercials, says: "We've been supporters of Derian House for over 20 years, and it is a cause that is close to the hearts of many people in the area. Each year we aim to hold a charity day to raise money for the hospice, but Covid-19 stopped us being able to put on the event that we wanted. Instead, we decided to use the new demonstrator to help raise money and awareness for this fantastic organisation.

"Our aim is to generate as much exposure for Derian House as possible. Like many charities, donations have reduced over the past year, and we wanted to do everything we could to help."

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Volvo Trucks provides complete transport solutions for professional and demanding customers, offering a full range of medium to heavy duty trucks. Customer support is secured via a global network of dealers with 2,300 service points in more than 130 countries. Volvo trucks are assembled in 13 countries across the globe. In 2020 approximately 94,000 Volvo trucks were delivered worldwide. Volvo Trucks is part of Volvo Group, one of the world's leading manufacturers of trucks, buses, construction equipment and marine and industrial engines. The Group also provides complete solutions for financing and service. Volvo Trucks' work is based on the core values of quality, safety and environmental care.



The livery, designed by Sale-based Digital Revolution Graphics, includes a 'Text to Donate' number to encourage donations when the vehicle is out on the road and at industry events.

Sara Eltman, Corporate Partnership Manager at Derian House Children's Hospital said: "The awareness this truck will raise for Derian House is going to be fantastic. Our donations have significantly declined during the pandemic, with the forced cancellation of so many events and the temporary closure of our charity shops. The funds this truck generates will help us to continue to care for the children and young people who need us most.

"We are hugely grateful to Thomas Hardie Commercials and its customers for supporting us. The truck is a real head-turner!"

This FH is the first of Volvo's new heavy-duty range to join Thomas Hardie Commercials' demonstrator fleet and is powered by Volvo's D13K engine, producing up to 460 hp and 2,030 Nm of torque. It also features Volvo's Drive+ pack for added driver comfort and is equipped with I-See predictive cruise control, which analyses the topography to optimise speed and gear changes, along with adaptive cruise control with collision warning.

Derian House Children's Hospice provides respite and end-of-life care to more than 400 children and young people from across North West England. The care provided at Derian House is free for families, but services cost £5 million to run every year; the charity relies heavily on the generosity of its supporters and corporate partners.

To make an enquiry about the demonstrator, please contact your local Thomas Hardie Commercials dealership. The company operates main dealer sites in Deeside, Middlewich, Moorgate, Lancaster, Liverpool, Preston and Trafford Park <https://www.volvotrucks.com/en-en/dealer-locator.html>

To make a donation to the 'Drive it for Derian' campaign, please visit Thomas Hardie Commercials' fundraising page: <https://www.justgiving.com/fundraising/driveitforderian>

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Caption for photograph:

Thomas Hardie Commercials has put its first new Volvo FH Globetrotter demonstrator into service, featuring a unique, eye-catching livery to help raise funds and awareness for Derian House Children's Hospice.

Group shot: Jim Murray, Managing Director, Steve Wilson, New Vehicle Sales & Marketing Director, Thomas Hardie Commercials and care staff at Derian House Children's Hospital.

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