

Press Information

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VOLVO'S MOST SOLD TRUCK CELEBRATES 30 YEARS OF INNOVATION

Time to celebrate! Today it's 30 years since Volvo Trucks introduced the Volvo FH, the company's best-selling truck ever. From the start, Volvo's flagship model has been characterised by its distinctive exterior and interior design, superb driver comfort and technically advanced efficiency and safety solutions.

The Volvo FH is one of the industry's most successful models ever with nearly 1.4 million trucks sold in around 80 markets all over the world. New from the wheels up, offering excellent driveability and fuel efficiency, the Volvo FH quickly came to represent a completely new standard in truck driving when it was launched in 1993. 30 years later, the Volvo FH is truly iconic.

Roger Alm, President of Volvo Trucks, says: "The Volvo FH is the perfect representation of a customer-focused mindset and a model that has been pushing the boundaries for 30 years. In all crucial areas like driver comfort, fuel efficiency, safety and productivity, we have never stopped improving this truck. I'm very proud that today our customers can order the Volvo FH as electric-, gas- and diesel-powered."

A groundbreaking innovation leader from the beginning

The Volvo FH has been and remains an innovation leader. It was launched with a totally new chassis, using a design that facilitated flexible solutions for different transport applications. The model's groundbreaking driveline was also paired with completely new 12- and 16-litre engines while an all-new cab offered outstanding aerodynamics and driver comfort.

The innovations have continued through the years, always with Volvo's core values of safety, quality and care for the environment as the starting point. Innovation milestones over the past three decades can be seen in the driver's airbag, the I-Shift automated gearbox and Volvo Dynamic Steering, which provides effortless steering and great manoeuvrability.

With regards to exterior design, unique slimly designed rear-view mirrors give better direct vision for the driver while V-shaped headlamps offer both improved visibility and comfort and also give the truck its distinctive appearance. These are just two examples of how Volvo's technology and design are used to add valuable benefits for the driver.

Ylva Dalerstedt, Long Haul Segment Manager at Volvo Trucks, adds: "The first-generation Volvo FH was a game changer that totally transformed the concept of a modern truck. Since then, we have continued to set new standards in trucking and launched five further generations of this truck.

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“Our success formula has been to make use of the very latest technology in a way that always adds clear benefits for our customers and drivers. As proof of our successful continuous improvement efforts and constant evolution, I’m very proud that the Volvo FH is the only truck that has been named ‘International Truck of the Year’ three times.”

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Caption for photograph:

Today marks 30 years since Volvo Trucks introduced the Volvo FH, the company’s best-selling truck ever.

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Volvo Trucks supplies complete transport solutions for discerning professional customers with its full range of medium- and heavy-duty trucks. Customer support is provided via a global network of dealers with 2,300 service points in about 130 countries. Volvo trucks are assembled in 12 countries across the globe. In 2022 approximately 145,000 Volvo trucks were delivered worldwide. Volvo Trucks is part of the 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.