

# Press Information

Release Immediate  
27<sup>th</sup> February 2025

No. 2780

## **EMG / GRAVITY MEDIA BROADCASTS GREEN INTENTIONS WITH VOLVO FE ELECTRIC RIGID**

**EMG / Gravity Media has added a new Volvo FE Electric 4x2 rigid into its operation, marking a first for the UK's television industry. It will be used to transport equipment to support outside broadcasts across Greater London, enabling the company to assess performance and guide further decisions on the electrification of its truck fleet.**

Supplied by Guili Chemello, Senior Transport Solutions Executive, Volvo Truck and Bus Centre South & East, the rigid – mounted with Bevan Group bodywork – is an addition to the customer's 69-strong commercial vehicle fleet, of which 80% is already Volvo-supplied. Its new truck will be on the road up to five days a week.

Rohan Mitchell, ESG Director EMG / Gravity Media, says: "In our steadfast commitment to a greener future, we proudly welcome this new Volvo FE Electric into our business. As the truck produces zero tailpipe emissions it will have an instant impact on our carbon footprint, versus an equivalent diesel vehicle.

"Volvo's team provided invaluable support throughout the design and specification process. Their expertise in electric vehicle technology and comprehensive understanding of our operational needs ensured that our new truck is tailored precisely to our requirements."

The vehicle has been specified with three of the maximum four traction batteries available on an FE Electric, delivering an approximate range of more than 200 km – easily sufficient for the customer's London operations.

Recharging from empty takes approximately two hours using a 150 kW DC charger, with top-ups to 80 per cent achieved much faster.

The Volvo FE Electric's driveline consists of two electric motors and a two-speed transmission which, when paired with the truck's full air suspension, combines to create a quiet, smooth and comfortable driving experience.

It has been specified with a day cab to suit the nature of the customer's work, plus Alcoa Dura-Bright alloy wheels and several features for added comfort and convenience, including electrically heated and operated main mirrors, an air-suspended and heated driver's seat, plus digital radio.

Onboard safety features include Adaptive Cruise Control with Forward Collision Warning and Advanced Emergency Braking, Driver Alert Support, Lane Departure Warning, Lane Change Support, and Side Collision Avoidance Support systems.

Volvo has supplied the vehicle with a subscription to its My Truck App, allowing the EMG / Gravity Media team to check the current vehicle status, battery range and additional data all from a smartphone or tablet – helping to extract maximum performance from the vehicle.

Also included is a comprehensive Volvo Gold Contract, covering all maintenance and repairs, including proactive monitoring of batteries and associated components. This ensures maximum peace of mind for the customer, by ensuring the batteries meet a minimum guaranteed level of performance throughout the contract period.

EMG / Gravity Media is a major global provider of broadcast services and media solutions with more than 35 years of experience working in live sports, entertainment, and events.

- ENDS -

**Caption for photograph:**

EMG / Gravity Media has added a new Volvo FE Electric 4x2 rigid into its broadcast fleet.

**For more information, please contact:**

Martin Tomlinson, Head of Media, Volvo Trucks UK & Ireland

Mobile: +44 (0) 7775 938063

E-mail: [martin.tomlinson@volvo.com](mailto:martin.tomlinson@volvo.com)

*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 2,200 service points in about 130 countries. Volvo trucks are assembled in 12 countries across the globe. In 2024 approximately 134,000 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.*