

Press Information

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VOLVO TRUCKS LEADS THE MARKET IN EUROPE

For the first time ever, Volvo Trucks is the market leader in Europe for heavy trucks. In 2024, the company had an overall market share in Europe of 17.9% with 56,331 units, 16 tonnes and above, registered in the region.

The country markets in which Volvo Trucks registered the most vehicle sales during the year were UK, France, Germany, Poland and Spain.

“We are very proud to be the market leader in Europe. This is clear proof that our customers appreciate the fuel efficiency, safety and uptime of our trucks and that we have a very attractive product offering,” says Roger Alm, President Volvo Trucks.

“Our new FH Aero trucks that were launched in 2024 are just outstanding. These trucks are available with diesel, gas and electric powertrains and they have quickly become very popular on the market. Transport companies choose Volvo because our products and services help them grow their business and reduce CO2. I wish to extend a big thank you to our customers for their trust in us, and also to our dealers, suppliers and colleagues within the Volvo Group for this achievement.”

Increased market share in 25 countries

Globally, Volvo Trucks increased its market share in 25 countries in 2024. In Brazil, the manufacturer was the market leader in heavy trucks for the third year in a row with a market share of 23.7%. The company’s flagship, the Volvo FH, was the most-sold truck model of all brands in Brazil in 2024. In Australia, Volvo’s market share was 18.2%, while in North America (USA and Canada) Volvo Trucks had a market share of 10.5%, rising from 10.2% in 2023.

“We stand stronger than ever thanks to the complete renewal of our global product portfolio in 2024. In North America, where we aim to significantly grow our business, we launched a completely new platform that will be the base for a range of new models in the coming years. First out on the platform was the all-new Volvo VNL, which can deliver up to 10% better fuel economy when compared to the previous generation,” says Alm.

“Europe” means the European Union including UK, Norway and Switzerland (EU30).

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Caption for photograph:

Volvo Trucks’ popular product range has seen the manufacturer become Europe’s market leader for the first time.

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

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.