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## **VOLVO: RESTRUCTURING ITS AGENCY RELATIONSHIPS WORLDWIDE**

Boston ad agency, Arnold, is now the driving force behind the ad campaign for Volvo in both the U.K. and China. The agency, already experienced in the North American Volvo ad campaign, will craft new messages in the U.K. and China markets. Arnold will promote Volvo's design and luxury, above and beyond its historic core message of safety. Adding Volvo to Arnold's portfolio is an important step in the company's global expansion. Read the full article here:

[Volvo Restructures Global Agency Relationships](#)

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