

## **Volvo Penta Receives Platinum and Gold Honors in 2018 Hermes Creative Awards Competition**

(CHESAPEAKE, Va.) – May 9, 2018 – [Volvo Penta of the Americas](#) has received Platinum and Gold Awards, and two Honorable Mentions, in the 2018 Hermes Creative Awards recognizing outstanding creative excellence in marketing and communications.

Administered and judged by the Association of Marketing and Communication Professionals (AMCP), the international competition is open to creative professionals involved in the concept, writing and design of traditional materials, marketing and communications programs, and emerging technologies.

Volvo Penta received a Platinum Award, the highest honor given, for promotional materials associated with its Sales Academy. Launched in 2017, the new online training support platform is comprised of videos and resources to help Volvo Penta dealer salespersons understand and convey to prospects the key features and benefits of company products, systems and service programs.

A Gold Award was given to Volvo Penta for its customer engagement campaign, Where Does Volvo Penta Take You? The social media promotion was designed to engage Volvo Penta dealers, OEMs and end users in describing and sharing their boating adventures and discoveries on their own channels using the hashtag #VPtakesme.

Volvo Penta also earned Honorable Mentions for its Women in Boating diversity initiative campaign to help make boating more accessible to women, and for Coffee and Oil, a YouTube video talk show series during which industry guests discuss big-picture topics.

“It’s a great honor for Volvo Penta to be recognized in this prestigious competition alongside some of the best-known brands from across the globe,” said Ron Huibers, president of Volvo Penta of the Americas. “I’m enormously proud of our outstanding marketing team, under the leadership of Marcelo Puscar, who have pushed the envelope with creative initiatives that connect with Volvo Penta’s partners and customers.”

The foundation for AMCP began in 1995 as a means to honor outstanding achievement and service to the communication profession. The Hermes Creative Awards draw thousands of applicants annually. Winners range from individual communicators to media conglomerates and Fortune 500 companies.