

# **VOLVO PENTA**

**Volvo Penta of the Americas**

## **Volvo Penta Invites Boaters to Be a Featured Forward Driver**

*Company launches social media contest as part of new “360 Degrees of Fun” marketing campaign that celebrates five years of the revolutionary Forward Drive*

(CHESAPEAKE, Va.) – Aug. 25, 2020 – Volvo Penta is requesting images, videos and stories from boaters enjoying the versatility of the Volvo Penta Forward Drive in a user-generated content campaign titled “Be a Featured Forward Driver.”

Entrants will be eligible to win a variety of prizes, such as a GoPro HERO8 camera or a wakesurf board. Contributed content will be shared across Volvo Penta’s robust social media fan base. The contest runs now through October 15.

The contest is part of a new campaign titled “360 Degrees of Fun” that aims to build on the Forward Drive’s market momentum. The multi-media campaign highlights the breakthrough engineering design that turned the propellers 180 degrees, enabling Volvo Penta to deliver a complete, full circle of adventure on the water. Regardless of a boater’s activity preference – whether it’s wakesurfing, cruising, fishing, picnicking or jumping off a spacious swimming platform – it’s all possible with a single boat.

Anyone who has experienced the fun of the Volvo Penta Forward Drive – whether as a passenger or captain – is encouraged to enter the contest. Images and videos can be from the current boating season or memories from past adventures. The only requirement is that each submission showcase the enjoyment that comes from time spent on a Forward Drive-powered boat.

“We want to thank our customers for choosing a Volvo Penta Forward Drive to power their adventures on the water. The possibilities of fun are endless, and this contest gives boaters a great opportunity to show how they’re enjoying all the versatility aspects this advanced propulsion system can provide,” said Marcelo Puscar, vice president of marketing for Volvo Penta of the Americas.

Launched in 2015, the Volvo Penta Forward Drive has created an entirely new segment of boating – enabling boatbuilders to design a distinct class of boats that blend the comfort and performance of a traditional sterndrive with the action of a watersport boat in one versatile package. The Forward Drive has gained strong traction within the market throughout the U.S., Canada and beyond with installations in thousands of boats on the water today and approximately 50 different models to choose from.

Beyond the versatility, defining characteristics of the Forward Drive include dependable reliability, ease of use, maximum comfort, powerful performance, superior fuel efficiency and low emission levels, according to Puscar.

The contest can be entered through this [online form](#). Official contest rules can be [found here](#).

## About Volvo Penta

Volvo Penta, with approximately 3,500 dealers in over 130 countries, is a world-leading and global manufacturer of engines and complete power systems for boats, vessels and industrial applications. The engine program comprises diesel and gasoline engines with power outputs of between 10 and 1,000 hp. Volvo Penta is part of the Volvo Group, one of the world's leading manufacturers of heavy trucks, buses and construction equipment.

Connect with Volvo Penta of the Americas on [Facebook](#), [LinkedIn](#) and [Instagram](#) for the latest company news and insights.

*For further information, please contact:*

*Christine Carlson*  
*Volvo Penta of the Americas*  
*Phone: +1 (757) 382 4084*  
*E-mail: [christine.carlson@volvo.com](mailto:christine.carlson@volvo.com)*

*Jim Rhodes*  
*Rhodes Communications, Inc.*  
*Phone: +1 (757) 451 0602*  
*E-mail: [jrhodes@rhodescomm.com](mailto:jrhodes@rhodescomm.com)*

