



HOW TO MAKE IT BIG ON BROADWAY



Some things simply don't need explaining.

Take Times Square.
Everyone knows. Times Square spells excitement,
Broadway theatre, bright neon lights.

Take Volvo.
Everyone knows. Volvo spells quality, safety, environmental
care. Not, of course, that everyone knows about our new,
cutting-edge milling machines just yet.

New York City's Department of Transportation first heard
about our half-lane, front load, 610-horsepower MT2000
earlier this year.

So a demonstration was arranged. And, since Times
Square spells excitement, why not stage it right there,
at the "Crossroads of the World"?

We like to think the MT2000 put on quite a show during
its 30-hour dress rehearsal. The city's operators certainly
gave it a five-star billing. They loved the performance, the
controls, stability and maneuverability. Actually, they loved
pretty much everything.

It's a Volvo, after all. And everyone – even in Times Square
– knows what that spells.