

Process in action

Product replacement strategies at Volvo

Update

Volvo, previously owned by Ford, has now been bought by large Chinese car manufacturer. Traditionally the Volvo brand equalled safety but maybe not anymore. Nowadays Volvo managers also want to appeal to the right side of the brain and the emotional aspect of car buying. The focus on safety is too left brain and not appealing enough. Volvo is now focusing on the attractiveness of newer models. The Volvo turnaround plan can be encapsulated by this phrase 'to save the brand we must destroy the brand'.