

# It's all about 'you' at Volvo's new T3 lounge

*The new Volvo Lounge at the Indira Gandhi International Airport in New Delhi is all about offering an exclusive Volvo Retail Experience built around the brand philosophy of 'Designed Around You'. Read on to know more...*

Swedish luxury carmaker Volvo Auto India launched its first exclusive Lounge at Terminal 3 of the Domestic Departure at Indira Gandhi International Airport, Delhi. The idea is to experientially communicate the brand philosophy of: 'Designed Around You'. The Lounge, offering a Scandinavian luxury experience, is located at the entry to the departure concourse next to the information desk and is spread over an area of 925 sq ft.

The objective behind the initiative was to create brand awareness and reach out to potential customers, flyers who can afford luxury brands. "The initiative is quite unique because the store is not only a business lounge as such, but is also a place where we actually exhibit the cars. We are going to change the car every month to create different themes with an aim to explain more about the cars





showroom, yet to arrive in India, and with the new theme that depicts 'Welcome Home'.

The interior fixtures and furniture have been imported from Sweden from the brand's regular supplier. The furniture is functional and comfortable, while being sleek in their design. The wooden interiors throughout the store lend a warm ambience to the whole space and lighting has been kept subtle to preserve the premium look and feel, while lively colors add a pleasant aura to the space.

The brand has planned to design around particular themes which change after a certain duration. "The themes were selected on the basis of what we stand for as a brand. This month we are starting to talk about adventure, later we will talk about safety. The theme has been depicted with the right logistics and decor. For instance, we are showing the crashed car to talk about safety. After that, we will talk about young sporty and dynamic designs and so on. We will have different themes around the year," explained Tomas.

The response has reportedly been overwhelming for the brand. "We launched the Lounge a month ago. We have got around 1,500 enquires. Also, a few test drives and sales happened, which is good news. So on that front we are very happy and excited," summed up Tomas. So given the positive response, the brand is now planning to create more touch points to connect with the audiences in a luxury setting.

to prospective buyers. It is an exclusive store for Volvo customers who drive in India. This is a place to say 'thank you' to them for their loyalty\*to the brand," explained Tomas Ernberg, MD, Volvo Auto India.

The lounge focuses on the discerning travelers, helping them relax before boarding a flight and in the process informing them about the pioneering concepts designed by Volvo Cars such as: 'Cool on outside and warm inside'. The Lounge is built around the premise of the Volvo Retail Experience (VRE). The entry

to the Lounge is by 'invitation only', offered to Platinum and Gold card holders among Volvo customers and VIP guests. The Volvo cars though would be on public display at the Lounge entrance, accessible to all travelers.

The brand hired a Delhi-based designer to design the Lounge, though the entire logistics, look and feel of the store has been imported from Sweden to maintain the Scandinavian look. The basic design offers a glimpse into the brand's new Volvo

**Bhawana Anand**