



Vypsa VOLVO and Real Club de Golf Guadalmina sign a collaboration agreement



Posando frente al Real Club de Golf Guadalmina

The Real Club de Golf Guadalmina, Dean of Golf clubs on the costa del Sol, is again at the forefront of management, by signing a sponsorship deal with the company VYPSA, VOLVO CAR dealers, of recent implementation in the province of Malaga, with exhibition and sale in Capital Malaga and Marbella.

Last July was formalized the agreement between the two companies, which will link them over the next three years, the Manager of VYPSA **Francisco López** along with the sole administrator of Guadalmina Golf s.a. **Jorge Molina Botas** and the Director of the Real Club de Golf Guadalmina **Ignacio del Cuvillo** represent in this picture the agreement between these two companies

Vypsa VOLVO has over 35 years experience in the VOLVO brand and exclusivity where it began its activity in 1980 in Córdoba.

Currently has four workshops Volvo in Marbella, Malaga, Cordoba and Ciudad Real which give support to 22,000 customers and generate sales of more than 900 vehicles per year (new vehicles and second-hand vehicles) and 8,000 repairs in their workshops.

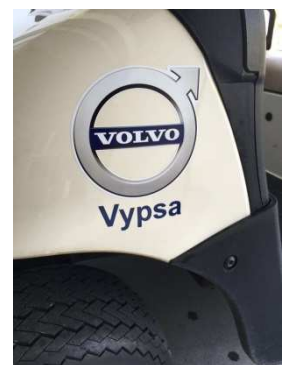
Vypsa strengthens its leading position in the Andalusian market backed by 4 nominations as best Volvo dealer in Spain in the years 2005, 2006, 2010 and 2013.

Volvo dealers reflect Scandinavian values of quality, design, light and the attention to detail, following the new strategy of Volvo "Designed around you" (designed thinking of you), philosophy that sums up the way to understand people and to provide a Premium experience, placing the customer in the center of all daily activities.



Ignacio del Cuvillo gives some details of the agreement. ... The agreement between Vypsa VOLVO and Guadalmina Golf SA aims to benefit of the synergies that both companies can generate, and reflects the great interest that Vypsa has in the membership of the Real Club de Golf Guadalmina, in a number of close to 2,000, mostly residents in the area of Marbella and San Pedro, and their profile that is very suitable to the quality of the product of VOLVO.

So we offer **VOLVO Vypsa** some channels of communication and promotional tools that could make this the brand, always combined the discretion and the correct use of these tools.



Nuevo VOLVO S90



Tools to promote the presence and communication

In the case of an automobile company, understood that the fleet of buggies electric recently acquired by the Real Club de Golf Guadalmina offered a discreet and the same effective channel of communication. In this way the buggies of Guadalmina displayed on both sides a few stickers with logos of **VOLVO** and **Vypsa**



Permanent exposition

To make the message was even more clear, from **VOLVO Vypsa** they considered that the best way was by showing the product permanently and a VOLVO vehicle is exposed along with the Caddy Master of the Real Club de Golf Guadalmina, where members and visitors can see the beauty of its line.



Members Only Vypsa VOLVO Tournament

A great Golf tournament for Real Club de Golf Guadalmina Members, culminates this collaboration agreement. **Vypsa** in collaboration with the Competition Committee Real Club de Golf Guadalmina is putting together the bases of a golf tournament, whose date is pending to decide, sponsored jointly with

On the other side, we considered that the presence of VOLVO should be noted, from the moment that one access at the Real Club de Golf Guadalmina therefore, along with the flags of the Club, and Royal Federations Spanish and Andalusian, and the European Union, Spain and Andalusia, two masts with the VOLVO brand appeared flanking them with two banners.



Corporate flags

VIP Personalized treatment

Vypsa wants to offer preferential treatment to Members of Real Club de Golf Guadalmina which will be reflected, in the words of Francisco López, *not only when they are interested in the purchase of a vehicle, but when they need to revise the car, if you wish you can do it while you are playing golf, by the appointment, the staff of Vypsa will be responsible for organizing it all while enjoying your game.*



VOLVO, all details will be taken into account, to make that date an essential appointment in the Real Club de Golf Guadalmina annual calendar of competitions.

This is an agreement, which is intended to last a long time, the words of Francisco López *and we are sure that thanks to this presence at the Real Club de Golf Guadalmina, the expectations of Vypsa when he opted for the province of Málaga will be fulfilled, and members will have a friendly company, and a brand of reference, closely linked to the world of golf as it is VOLVO.*

