



REDHILL WINS VOLVO TRUCKS ACCOUNT FOR MALAYSIA

VOLVO TRUCKS has named REDHILL as Public Relations agency of record for Malaysia

Kuala Lumpur, 6 March 2019: Volvo Trucks, one of the world's leading manufacturers of heavy commercial vehicles, has appointed REDHILL as its public relations agency for Malaysia to assist with corporate positioning that includes content, media and stakeholder engagement scope of work.

Pranav Rastogi, Deputy Managing Director, REDHILL, said "Volvo Trucks is one of the longest-standing commercial vehicle brands globally and in Malaysia. Highly synonymous with safety and innovation, Volvo Trucks has constantly pushed boundaries in trucking solutions, changing how productivity can be better achieved in the haulage and logistics world today. We are looking forward to helping the brand further communicate their vision, goals and customer-centric innovations in Malaysia."

"We look forward to our new engagement with REDHILL and working with their experienced and dynamic team to enhance our brand communication. This year we are celebrating our 50th year anniversary in Malaysia and we are excited to share our stories, whilst we continue to create and offer cutting-edge technologies for the industry," said Karen Tan, Vice President, Marketing and Business Development, Volvo Trucks.

The account will be led by Joslynn Ong, Director (Malaysia) at REDHILL

REDHILL is a Singapore headquartered agency that currently operates in 14 cities across 11 countries with a team of 70. Regional clients include General Mills, EXPO 2020, FWD, UOB Finlab, Carro, Emirates, Pomelo, Jungle Ventures, the Malaysian Digital Economy Corporation (MDEC) and several others.

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