



Pressrelease

Göteborg, 3 June 2021

Volvo Penta and Nimbus in a joint collaboration to support diversity and inclusion at Scandinavian Mixed 2021. The Scandinavian Mixed golf tournament takes place at Vallda Golf & Country Club outside of Gothenburg on June 10-14, featuring female and male players with equal chances to win. Volvo Penta and boat builder Nimbus now joins forces to sponsor four young players in the ProAm competition on June 9.

“We believe there is strength in diversity. Diversity drives innovation and an inclusive culture enables the business to grow. That’s why we are sponsoring the Scandinavian Mixed golf tournament here in Gothenburg”, says Johan Inden, Senior Vice President Business Unit Marine at Volvo Penta.

Scandinavian Mixed is the first golf tournament in which males and females participate side by side following same pre-requisites and with same chance to be the overall one winner. The tournament takes place at Vallda Golf & Country Club during June 10 – June 14, 2021.

Volvo Penta and Nimbus will invite four junior players to play together with one professional and one representative from respective company in the ProAM competition which is held on June 9.

“We want to bring forward the next generation . It’s time for the young generation to step in, and it’s time for us to welcome more equality in the business”, says Malin Schwartz, Senior Vice President Brand Communication and Marketing at Volvo Penta.

Four videos will be produced and published in social media channels, in cooperation with Scandinavian Mixed and Nimbus. A Nimbus C9 boat powered with a Volvo Penta V8-350 engine will also be placed in the water hole by the 18th hole at the golf course.

Michael Bohm, Chief Marketing Officer at Nimbus concludes:

“Nimbus and Volvo Penta work with diversity on a daily basis. Bringing in the next generation of women and men adds another perspective. We want to give the young golfers a once in a lifetime experience and to learn and develop. This also gives us the opportunity to get new ideas and views on future boating.

For more information please contact:

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Michael Bohm Chief Marketing Officer Nimbus boats (michael.bohm@nimbus.se)

Scandinavian Mixed

Scandinavian Mixed is the world’s first mixed golf competition. June 10-13, 2021 the best ladies and gentlemen of the European Tour meet. 78 men and 78 women will compete against each other, on the same course, in the same competition. And Sweden’s all-time best player, Annika Sörenstam and Henrik Stenson, will host the competition. For more information, please contact: Claes Nilsson, Commercial Director Scandinavian Mixed, claes@wedosports.se, mobile 070-757 7550. Read more at www.scandinavianmixed.se

European Tour

The European Tour celebrates golf at the highest possible global level in a combination of innovation, diversity and world-class golf. In 2021, the European Tour’s International Schedule will feature at least 48 tournaments in 31 countries, including eight Rolex Series events, all as part of the “Race to Dubai”. The European Tour is also a leading partner in Ryder Cup Europe, the organization that, together with the PGA of America, administers golf’s biggest team event, The Ryder Cup. Every week, the European Tour broadcasts its tournaments live to more than 490 million households in more than 150 countries and generates over 2,200 global broadcasts for each competition.

For more information, please contact: Mark Casey, Promoter European Tour, mcasey@europeantour.com, mobile +44 7714 659571.

Read more at www.europeantour.com