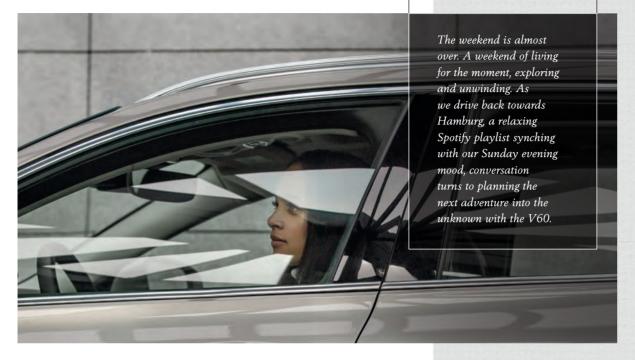
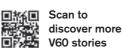
4 HOURS







In search of adventure

Meet the modern-day adventurers rediscovering our world, and the human spirit. And meet the car created to help take you to the heart of the adventure



Adventure is revelatory

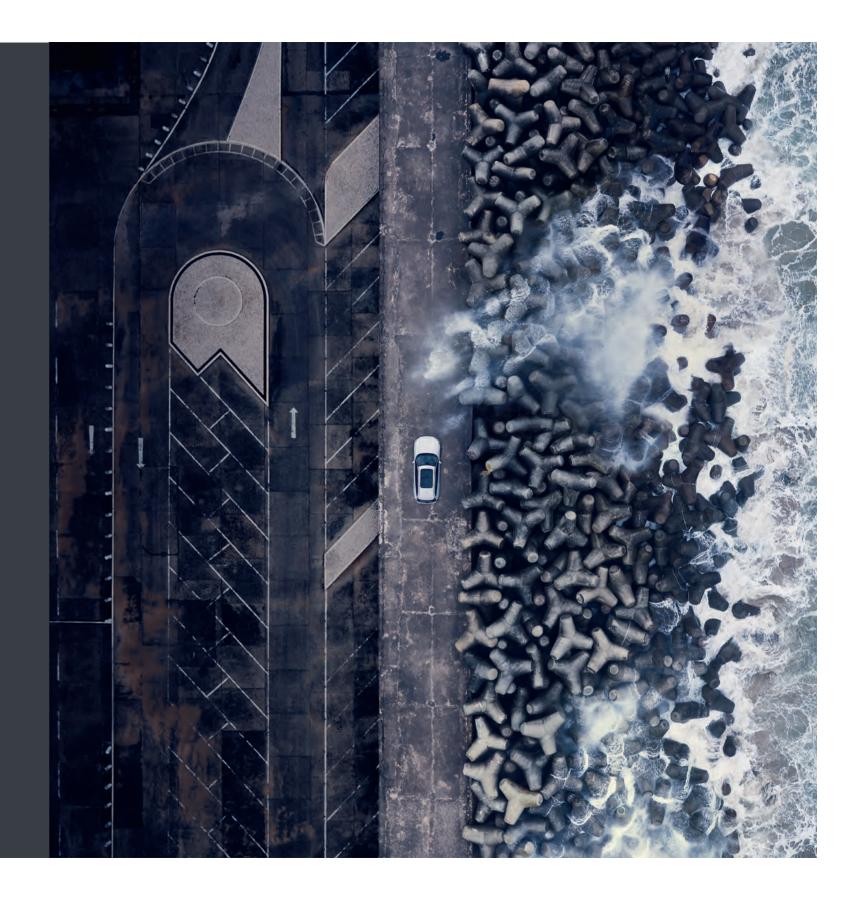
What elevates an experience to the level of adventure is when something is revealed – something about the world around us, and something of ourselves.

It's a spirit found in those who go that extra mile, either for work or pleasure. Those who push themselves to do more, see more and discover more. These are the people exploring the limits of our planet, and of the human mind.

This spirit of adventure is a defining characteristic of what makes us human. It's the inspiration for the V60 Cross Country

- a car that helps people make the most of their adventures through a blend of capability, design and innovation. A car for independent thinkers with a desire to go further.

Because whether we arrive on foot, in our car or in our own minds, adventure enriches our lives - and our world.





For these people, adventure is a way of life as well as a way of thinking.



Crista Valentino

Conservation entrepreneur and rock climber, founder of CoalitionWILD

"My adventure is rock climbing. It consistently pushes you mentally and physically further than you've ever been before. On one particular climb, I was struggling up a route. I didn't feel strong or capable enough and, after finally reaching the top, about 100 feet off the ground, I felt completely defeated.

"With my head hanging, my climbing partner yelled up to me: 'Hey! Remember to enjoy the view!' In that moment, she snapped me out of my pity party. That moment has stuck with me for years – whether on the rock face or in the office. I still have a Post-It note stuck onto my computer that says 'Enjoy the view'.

"A life of adventure is about making the most of your own capacities. While building a coalition of more than 10,000 environmental activists over the past four years, I've met some incredible people. Each time I walk away changed in some way. That's a never-ending adventure."



Sam Cossman

Tech explorer, founder of Qwake

"Curiosity is a quality we all possess. When we're young, we're curious about everything in the world and over time grown-ups have a tendency to abandon that.

"If you allow it to, curiosity can inspire innovation, because you're constantly on the lookout for tools that can make your explorations safer and more efficient. When my team and I went into the Marum Crater on Vanuatu – one of the most dangerously active volcanoes in the world – we discovered that volcanic gas makes for very low visibility. We turned to the hand-held thermal

imaging cameras used in the firefighting industry to help, but these weren't very useful because we had to use our hands to climb. As a result, I brought together a team of engineers, climbers and technicians to create C-Thru, an augmented reality headset that helps you see in zero-visibility environments, yet keeps your hands free. We realised we had solved not only a problem for ourselves, but also for a global community of first-responders."



Camila Ahrendt

Marine Biologist, Scientific Director of Plastic Oceans Foundation

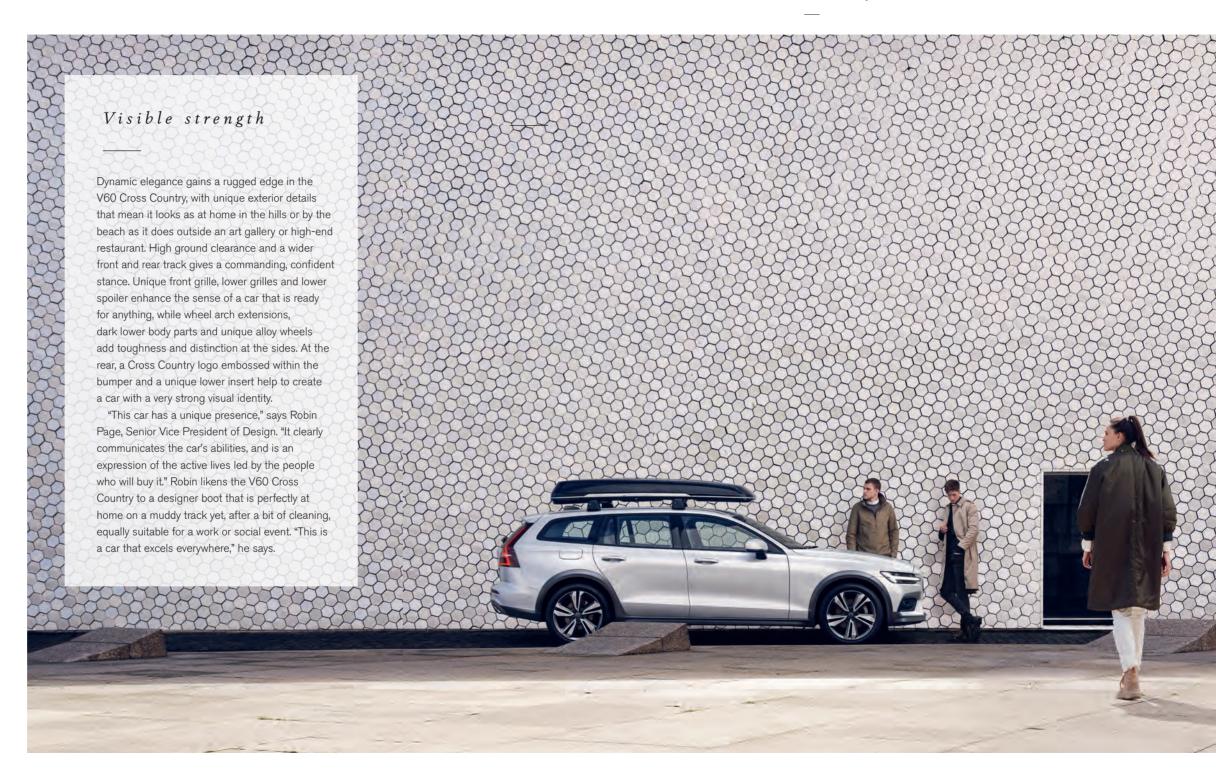
"Water is my second home. I grew up close to the sea and I remember the first time my family taught me to identify the animals that lived on the Chilean coast. I wanted to keep learning, to discover the living beings beneath the waves. Every time my work takes me into the field, I dive to explore the habitat. This is when my role as a marine biologist combines with my deepest passion – observing just how wild and beautiful the natural world is. When I'm diving, I experience a very intimate moment with nature. It is a space of peace, where humans cannot intrude more than the scuba gear allows."



Lingsen Meng

Seismologist, Professor of Geophysics, UCLA

"Adventure, for me, is when I push everything a little bit outside my comfort zone. This is when I can improve myself. It's how I have overcome language, cultural and technical barriers in my career. One of the biggest challenges in my work is the unpredictability of earthquakes. I've worked on the development of



new earthquake early warning systems, and one of my focuses is to develop better imaging using advanced tracking and detecting borrowed from radar, sonar and telecommunications.

"I'm driven by a desire to understand the interior of the Earth and, for seismologists, the best laboratory is the Earth itself. Humans have unravelled the secrets of the universe using telescopes and space probes, yet we still know very little about the inside of our own planet."



Karen Fontijn

Volcanologist, Postdoctoral Researcher, University of Oxford

"I've been fascinated by geology since I was a child, and I recall being inspired by photos of the Grand Canyon and the Meteorite Crater in the USA. When I chose volcanology as an undergraduate, most studies were looking at volcanoes using satellite remote sensing images but I insisted on fieldwork – the adventure lay in first-hand experience.

"My passion as a volcanologist is to understand the volcanoes of East Africa – some of the most poorly understood on the planet – and to contribute to the training of the next generation of African geoscientists. I am currently working with colleagues in Kenya on exploring volcanoes not only as hazards but also as economic resources – some are enormous geothermal reservoirs that could play an important role in renewable energy and sustainable development."



Scan to discover more V60 Cross Country stories

Do more, effortlessly The V60 Cross Country has the versatility to support active lifestyles, with exceptional space for passengers, equipment or a mix of the two. At 529 litres, the load compartment is the biggest in the sector, so whether it's photography gear for work or rock-climbing equipment for pleasure, you know that you can simply throw everything you need in the back. Optional electrically folding rear seat backs and a hands-free power-operated tailgate help you when you've got your hands full. Accessories that help you make the most of your adventures include floor mats and load mats which keep the interior looking as good as new, and a range of roof boxes, load and cycle carriers to help you carry all your kit. However extreme the activity or challenging the conditions, the cabin is a sanctuary of calm, thanks to an uncluttered layout, high-quality materials and intuitive technology. Unique touches include leather upholstery with special stitching that reflects the focus on authentic materials and craftsmanship that defines premium Scandinavian design. This is a car that helps you do more of what you love, in comfort.

