

Driving Vision News
Workshop, MUNICH
2026



One Light, Two Worlds: **Car and Truck Lighting from a Designer's View**

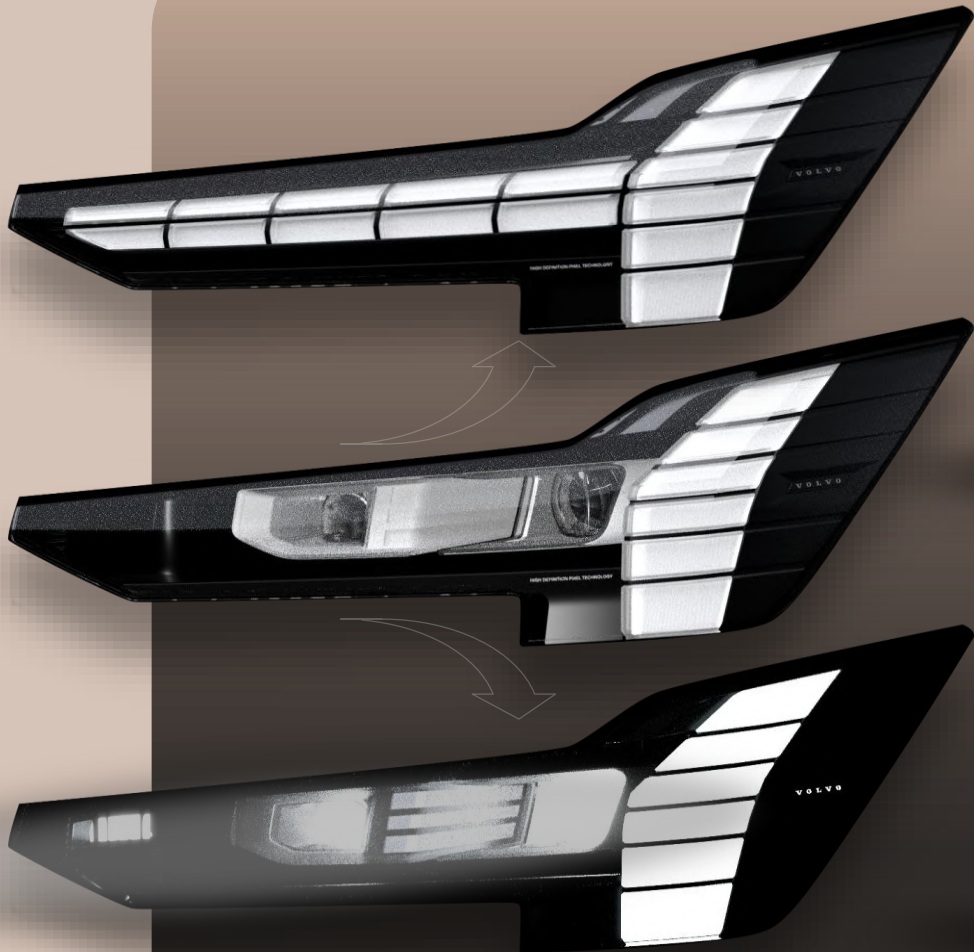
Berk Keskin
Head of Exterior Design – Volvo Trucks



Volvo EX90

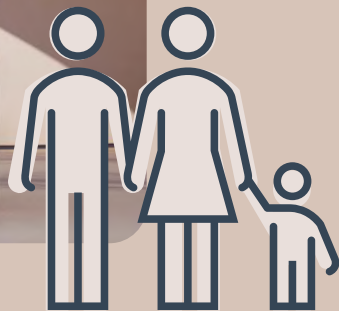


Volvo FH Aero



The Ultimate Hammer

- *One signature, day and night*
- *No compromise on performance*
- *Design driving mechanics*



“Light Creates Relationship”

- *First impression*
- *Emotional bond*
- *Trust*





MLB 27E

VOLVO

FM









