

Peter Voorhoeve
President
Volvo Trucks North America

Peter Voorhoeve is President of Volvo Trucks North America, headquartered in Greensboro, North Carolina. Previously, Voorhoeve led Volvo Group Australia from 2013 until 2018, prior to which he held several senior management positions in the areas of Aftermarket Support, Supply Chain Management, and Parts Logistics during his 25 years with the Volvo Group.



The first priority awaiting Voorhoeve when he became President of Volvo Trucks North America was the commercialization of the Volvo VNR Electric, the first commercially available Class 8 electric truck in North America. To date, Volvo Trucks has 65 certified EV dealers in 31 states and provinces supporting over 650 VNR Electric trucks, which are 44% of the Class 8 battery electric trucks on North American roads.

In 2024, Voorhoeve and Volvo Trucks launched the truck 'Designed to Change Everything' - the all-new Volvo VNL. The truck is the safest, most fuel efficient and connected truck ever built, engineered in Greensboro, NC, purposefully designed for the North American market and the driver of the future.

Voorhoeve is a dynamic leader with an intense focus on customer satisfaction as the leading driver to build on the success of the exciting new products and services Volvo has introduced to the market. Originally from the Netherlands, Voorhoeve holds a Master of Science degree in Industrial Engineering and Management from the University of Technology in Eindhoven.