



Trollhättan

A CITY WITH AMBITIONS

Trollhättan is a proud city with great ambitions! We want to expand and aim to grow from the just under 60,000 residents we have today into a city of 70,000.

The falls, locks and the river that runs right through the heart of the city gives Trollhättan a scenic location!

Welcome to a city bursting with energy and a unique ability to build and grow!



STEADY GROTH

1985: 49 000 Inh

1990: 51 000 Inh

1995: 52 200 Inh

2000: 52 500 Inh

2005: 53 000 Inh

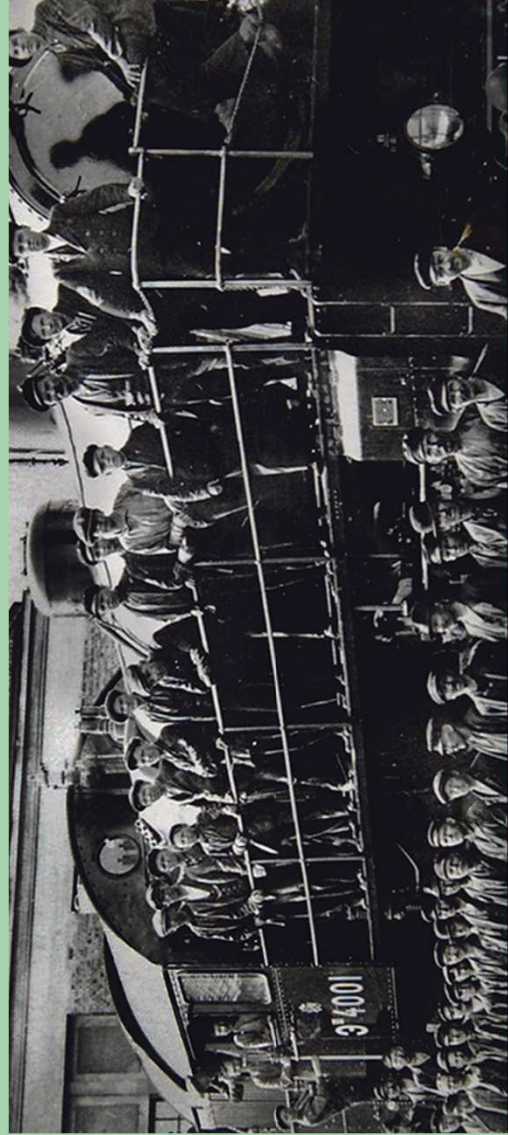
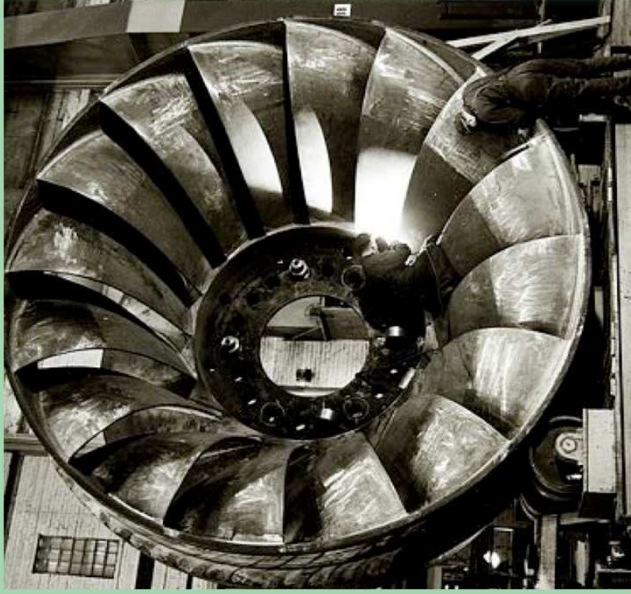
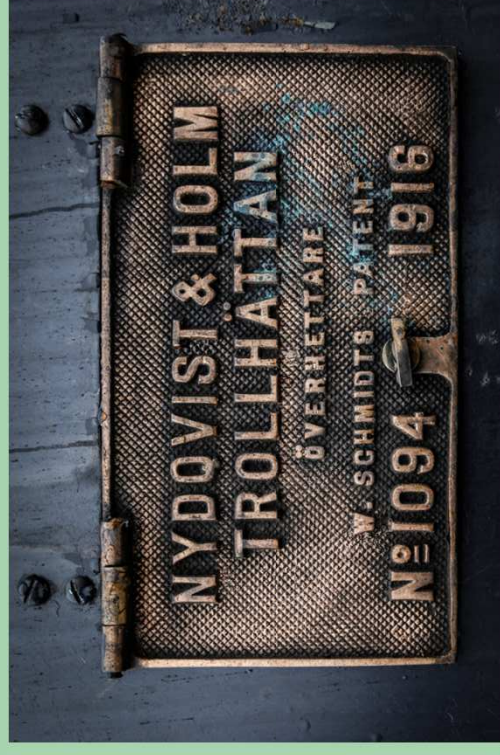
2010: 55 000 Inh

2014: 56 500 Inh

2018: 58 000 inh







The vision of City Trollhättan

A proud and innovative city
with room for the future

There are jobs here

With 26,000 job opportunities, Trollhättan is a natural hub for the region.

GKN Aerospace takes Trollhättan out into space – and NEVS builds cars with a whole new mindset. But did you know that Trollhättan also offers employment opportunities with most of the world's vehicle manufacturers? Our engineering expertise is unrivalled, and many of our consultancy firms take on projects for the world's biggest car manufacturers.

10,000 people commute to Trollhättan every workday!

TROLLYWOOD SWEDEN'S FILM CAPITAL

Film production is just one example of how the creative industries have been able to thrive here.



Did you know that more than 500 feature films have used Trollhättan as their production base?

TURBO IN OUR GENES

A strong tradition of innovation and design often results in pioneering technical solutions and great driving experiences.

Saab was first with its serially produced Turbo, and now NEVS is stepping forward to develop the electric cars and mobile solutions of the future.



INNOVATUM GENERATES NEW IDEAS

The cradle of Trollhättan, once characterised by heavy industry in the form of turbine and locomotive manufacture, is today putting its stamp on the future of research, development, science centres, events and business incubators. Here, University West works together with industry and the Innovatum science park – providing both Trollhättan and the wider region the power to continue in their development.

STUDY IN TROLLHÄTTAN

UNIVERSITY WEST

Our young university is growing rapidly. Right in the city centre, University West is expanding.

Its new ultra-modern campus houses more than 11,000 students and around 600 researchers and lecturers. The university's profile places focus on 'workintegrated learning', which means that students can make valuable professional contacts from early on in their studies.



WE'VE GOT MUSIC IN OUR BLOOD

Our N3 Culture School makes sure that the next generation has music coursing through their veins.

Trollhättan is the birthplace to artists following in the footsteps of music personalities such as Jessica Andersson, Peter LeMarc and the comedy duo Claes and Anders Eriksson. The N3 youth centre has it all – from drum solos to filmmaking.



Trollhättan





10 300 commute
to Trollhättan.

8 000 commute
from Trollhättan.

***Close to
everything***

Placebranding, Trollhättan

Who?

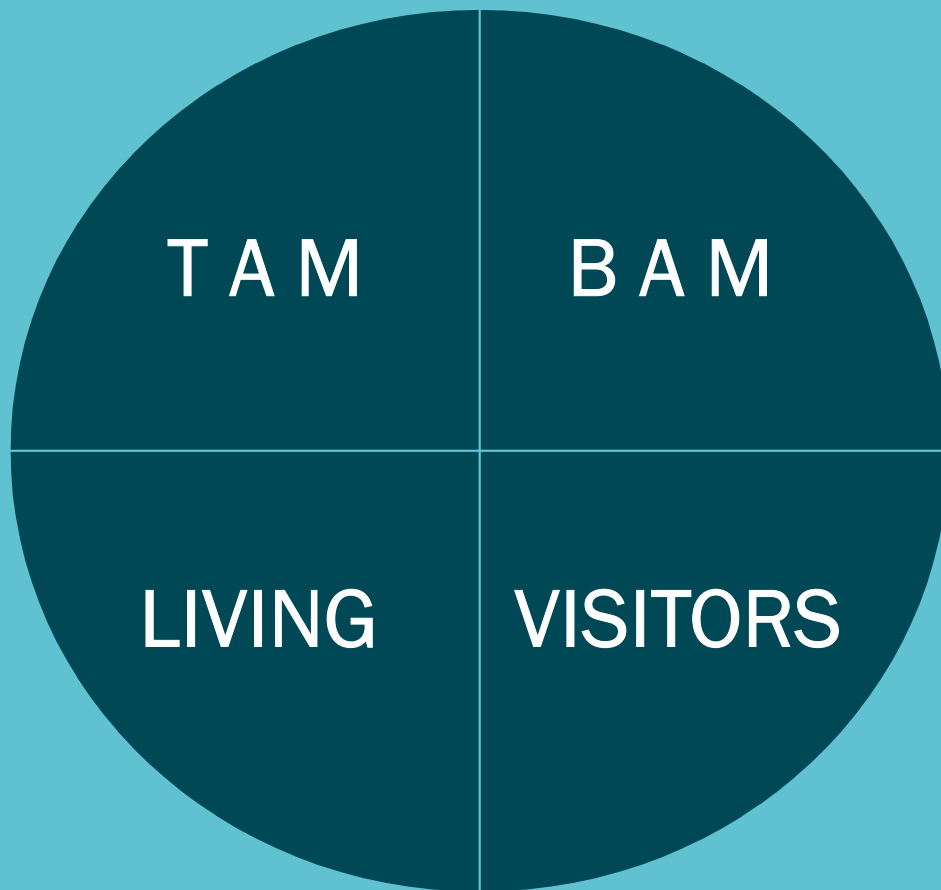


- ❖ Inhabitants
- ❖ Enterprise
- ❖ Tourism
- ❖ University
- ❖ NGO:s
- ❖ The City of Trollhättan

Brand position

- **How do we want Trollhättan to be perceived?**
- **What do we want others to think about Trollhättan?**
- **What reputation do we want?**

The parts of Place branding, Trollhättan



This was the short version of the story of
Trollhättan, very much welcome to explore
it IRL..;-)

