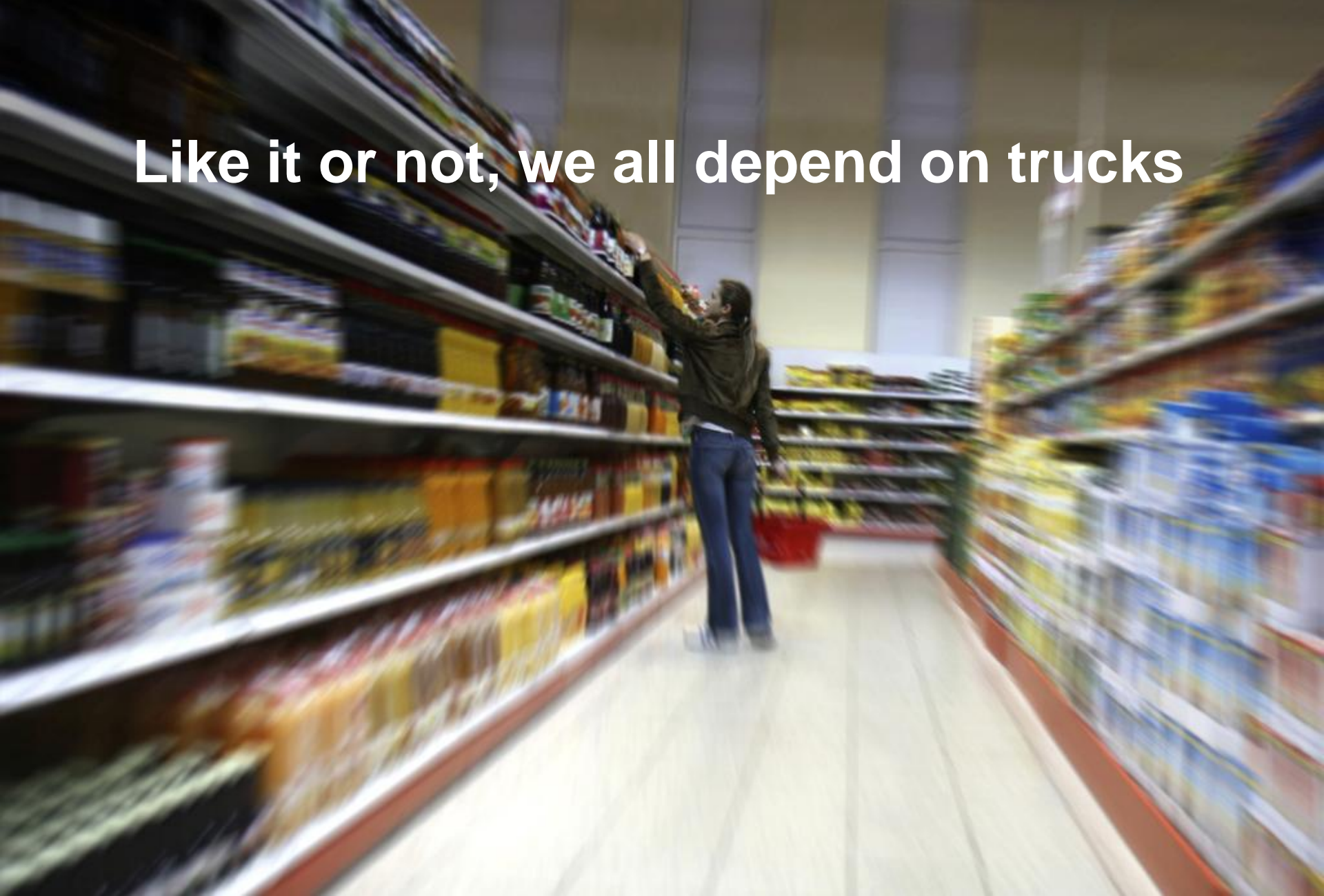




Our strongest commitment  
Volvo Trucks on traffic safety  
Lennart Pilskog Director Public Affairs

# Like it or not, we all depend on trucks



**Volvo Trucks**

Public Affairs, Lennart Pilskog

2 2011-09-14





# Safety as a philosophy. From the start.



1927



1969



1979



1996



2005

# Approaching the challenges from all angles



We investigate



We innovate



We cooperate

# Learning from accidents. Since 1969

We investigate

- Accident Research Team on standby
- Unique knowledge gathered
- Active international cooperation





# Causes of accidents

Any one or a combination of these categories:

Road environment



Driver-related



Vehicle-related



# Main factors affecting safety

- Rest before driving to stay alert
- No alcohol in combination with driving
- Follow the speed limits
- Use the seat belt



# Support systems ready to step in

We innovate



Electronic Stability Programme



Driver Alert Support  
Lane keeping support  
Lane changing support



Active Cruise Control



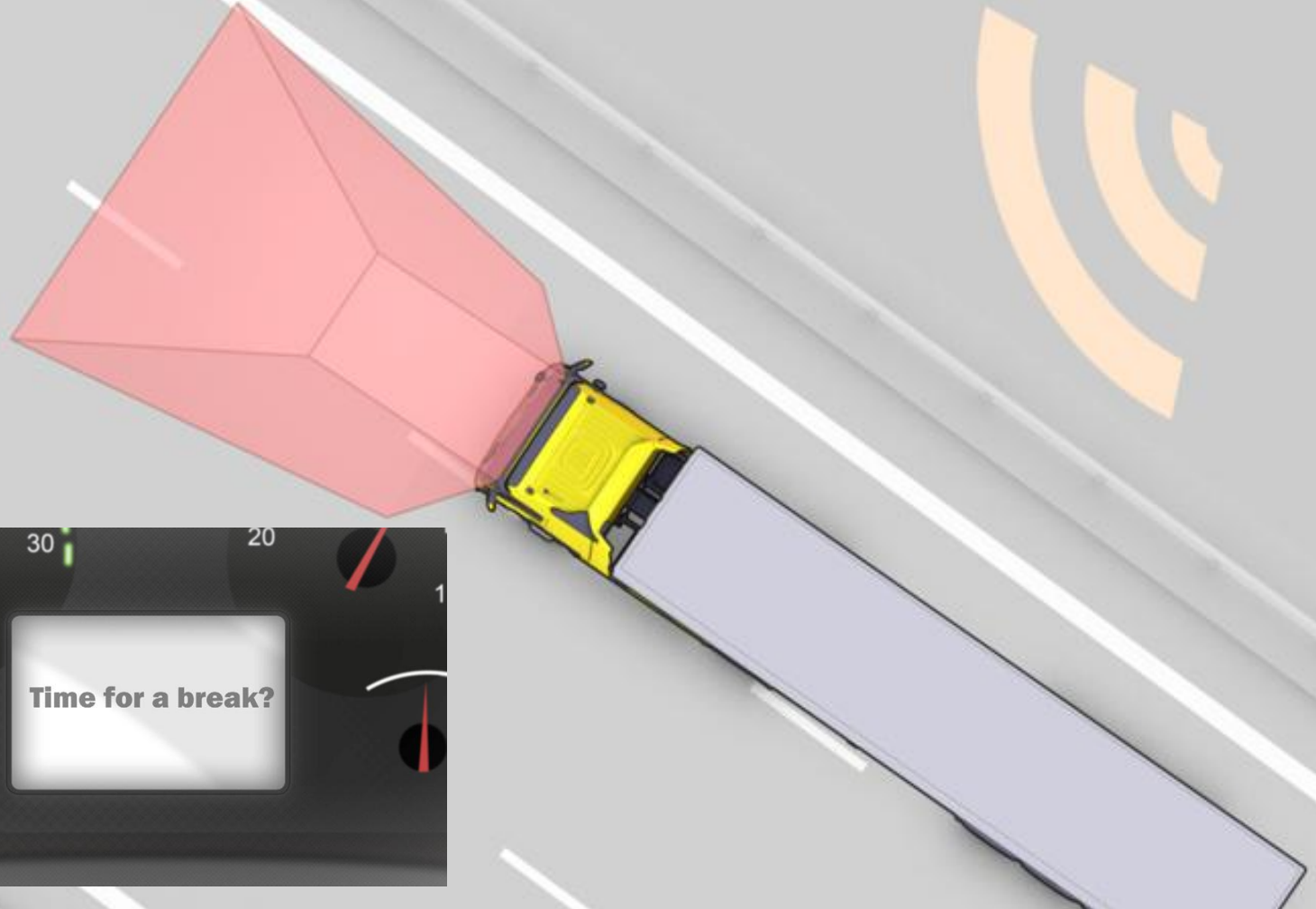
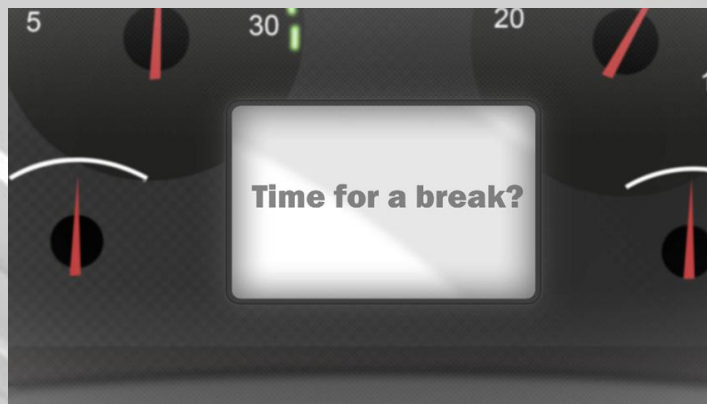
# Volvo Alcolock

## A tool against road fatalities



# Driver Alert Support

## warns drowsy drivers



# Well-protected if the worst should happen

We innovate



Front underrun protection



Energy-absorbing interior

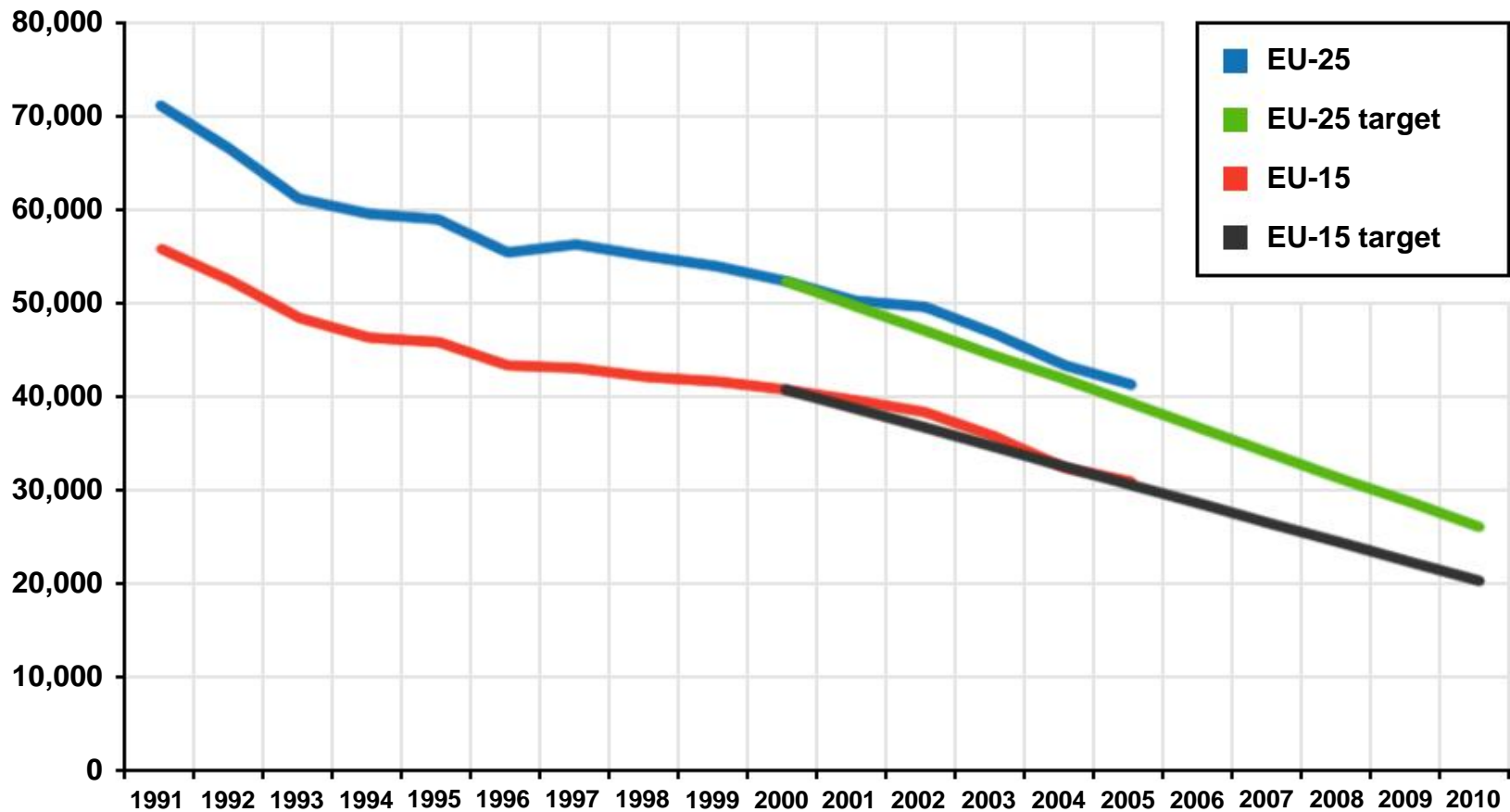


Volvo's safety cab



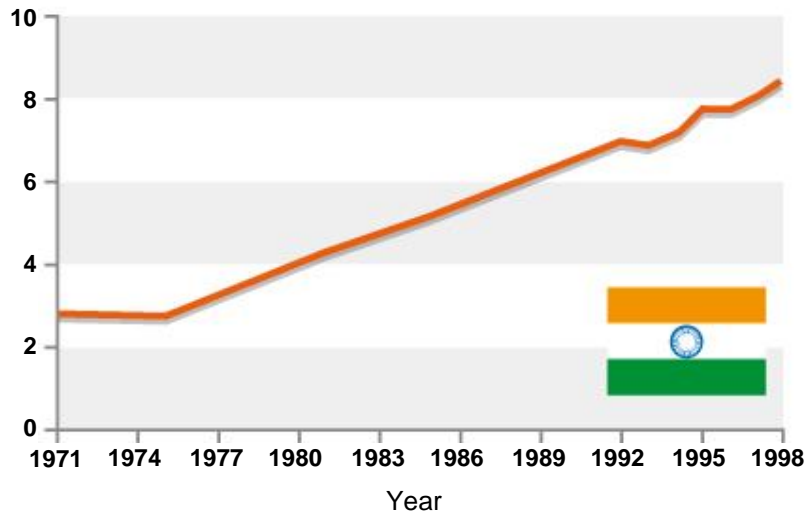
# Road fatalities in the EU

## Decreasing – but still too high

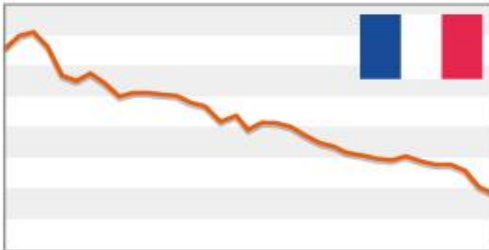
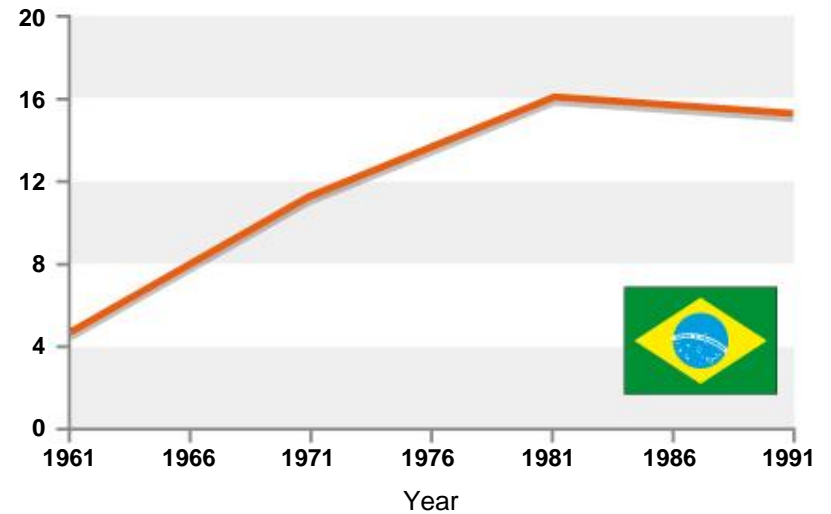


# Booming traffic – a ticking bomb

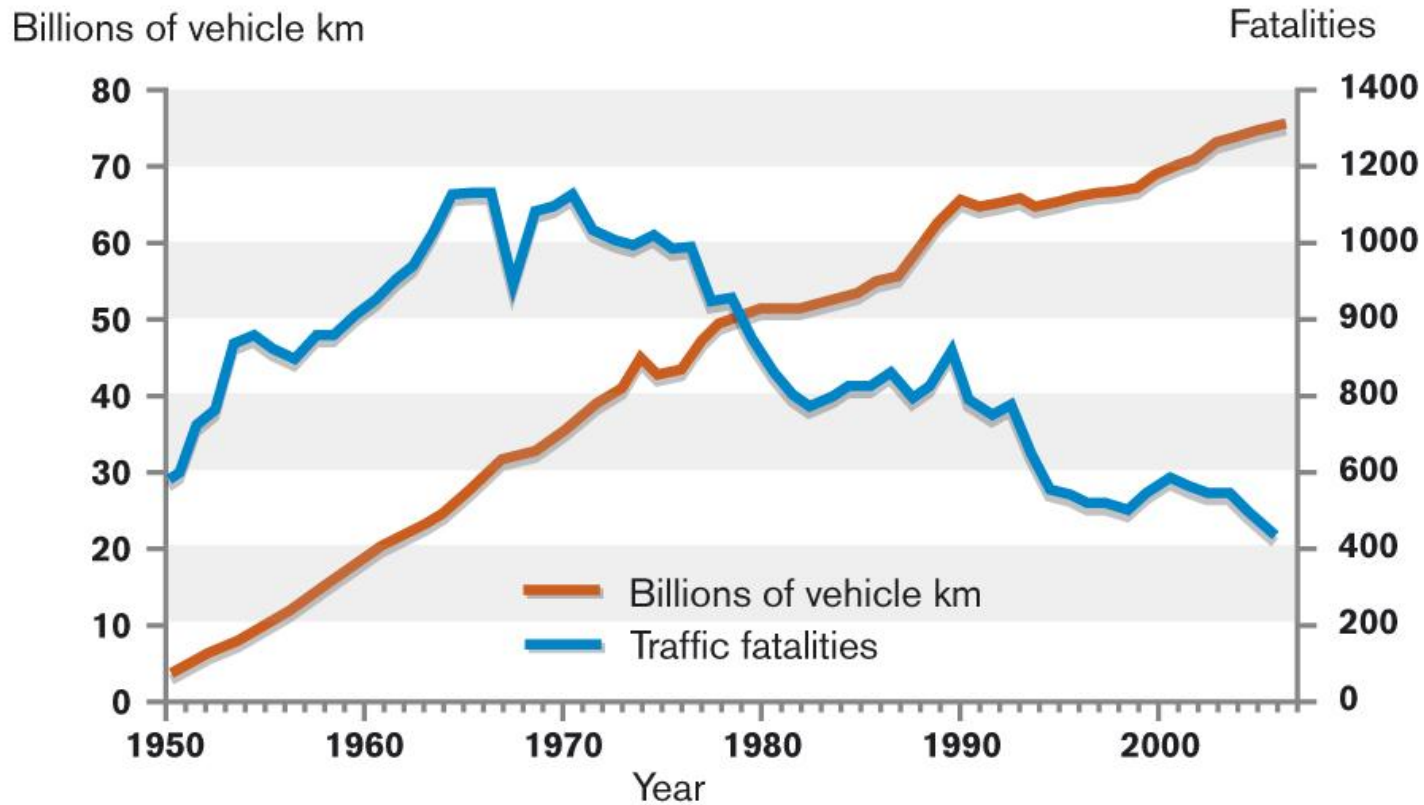
Hundreds of thousands of road deaths in India



Hundreds of thousands of road deaths in Brazil



# As good as an investment gets



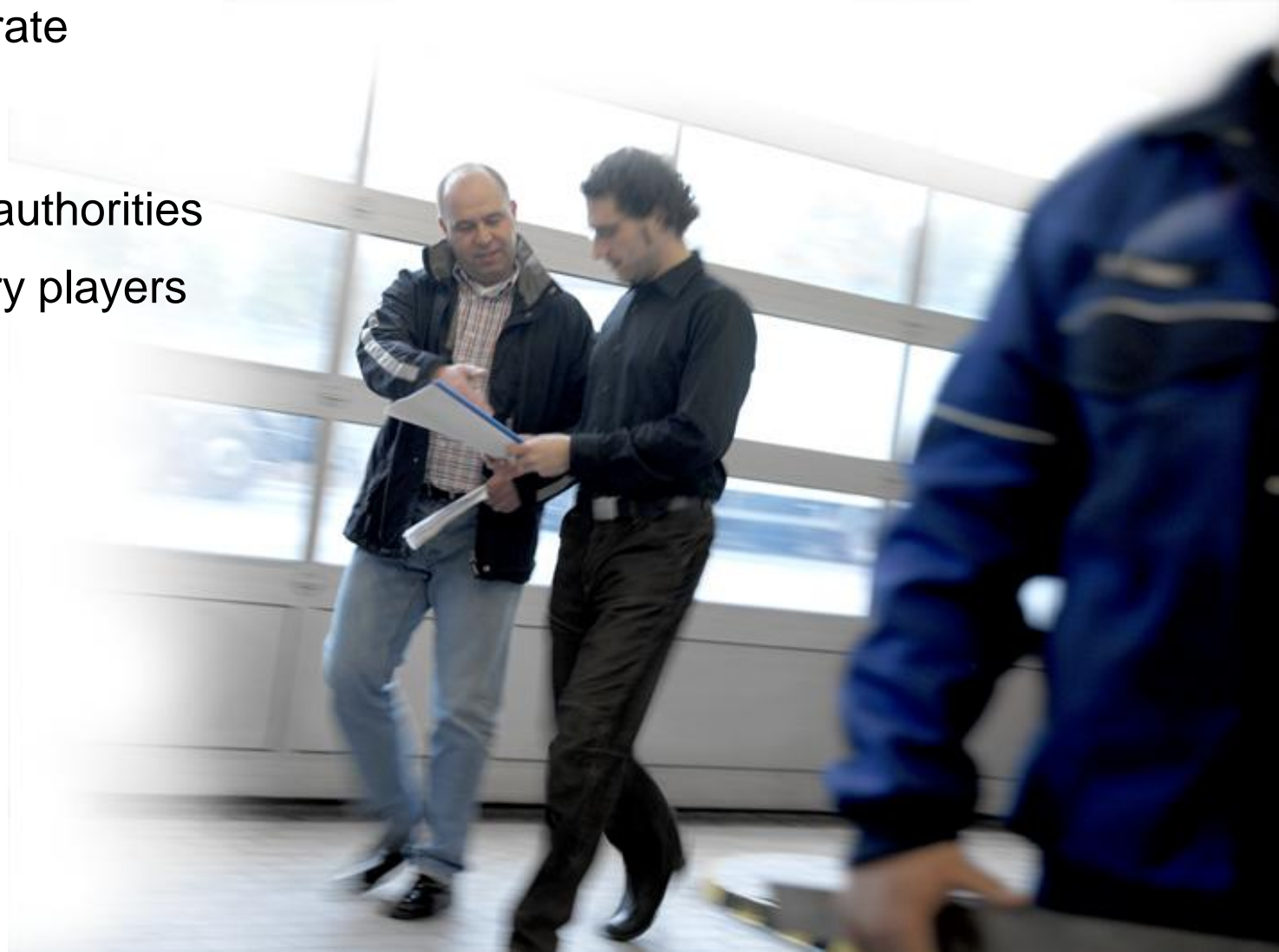
*Figures from Sweden*



# Sharing is often most rewarding

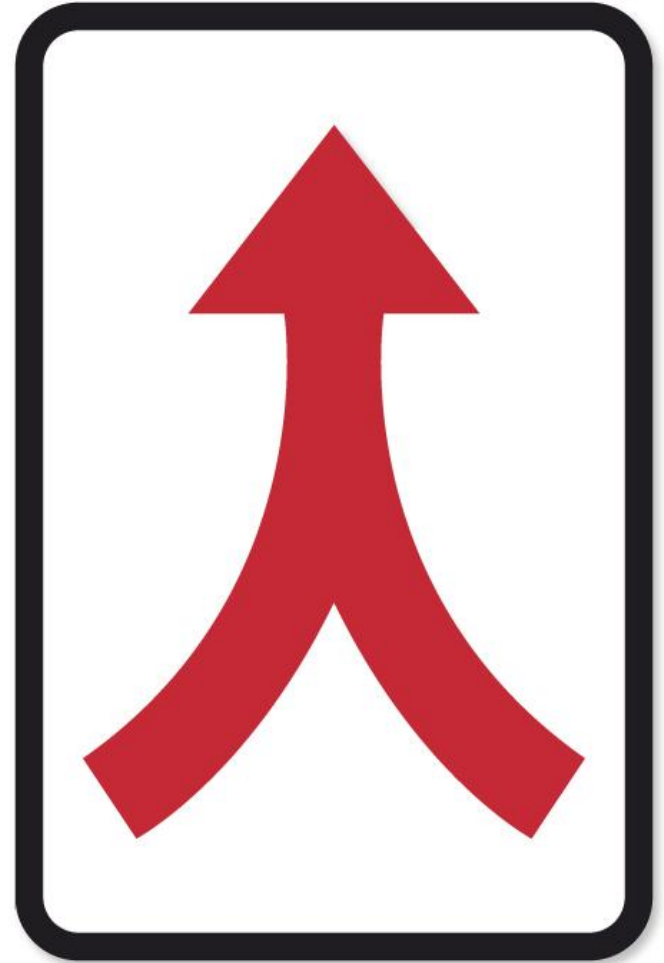
We cooperate

- Society and authorities
- Other industry players
- Academia



# Results come from joint efforts

- Drowsiness – put focus on the issue
- Alcohol – change of attitude
- Speed – intensify monitoring
- Seat belt – 100% usage



# Volvo Trucks' Safety News

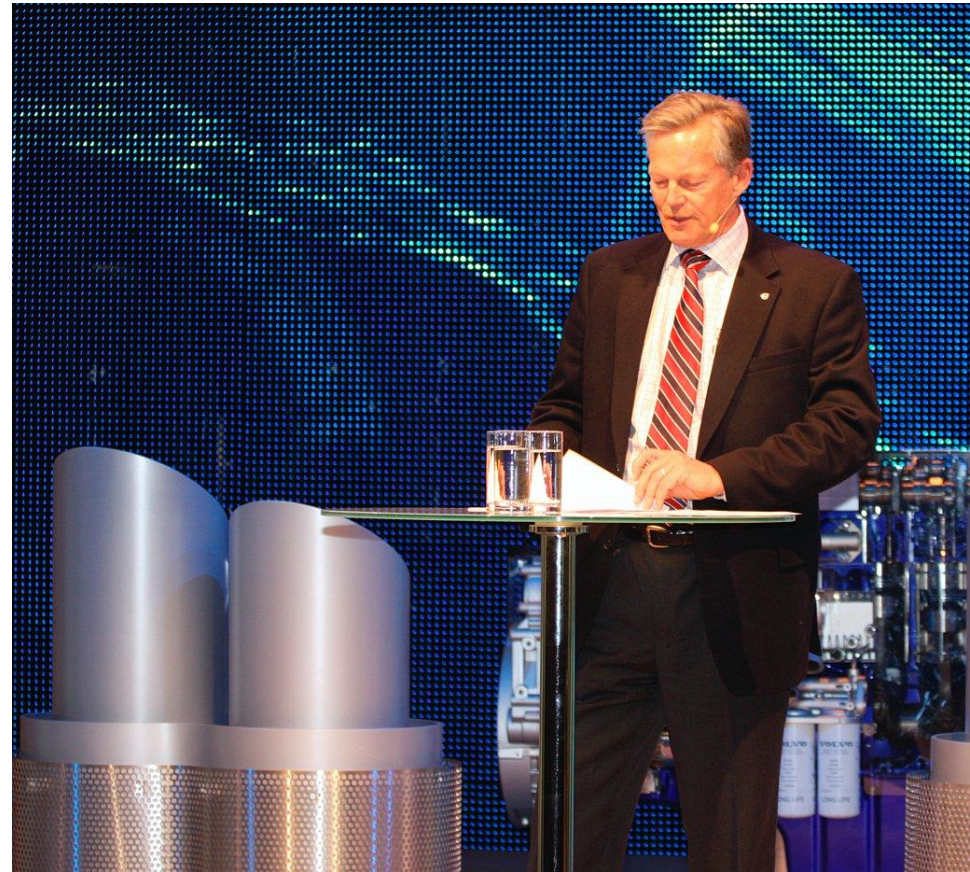


- Driver Alert Support – first in Europe
- Factory-fitted Alcolock - a world-first
- Lane Changing Support – first in Europe
- Rain sensor – first in Europe
- Cornering Lights
- ESP trucks with trailers – a world-first



# Volvo Trucks in the society

- Spokesmen for the industry
- Driving Progress
- 2009 focus on Traffic safety




# A unique platform for making impact

- Leadership
- Safety
- Inspiration
- Technology
- Courage
- Teamwork
- Trust
- Determination







**Thank you for your attention**

**Volvo Trucks**

Public Affairs, Lennart Pilskog

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