

# Towards Zero Accidents

A black and white photograph of two men in suits standing in front of a building with the Volvo logo. The man on the left is Mats Deleryd, and the man on the right is wearing a bowler hat. The background shows the Volvo logo on a building facade.

**Mats Deleryd**

Senior Vice President  
Quality, Safety & Environmental Care

**Volvo Group**

*"Cars are driven by people. The guiding principle behind everything we make at Volvo, therefore, is and must remain safety."*



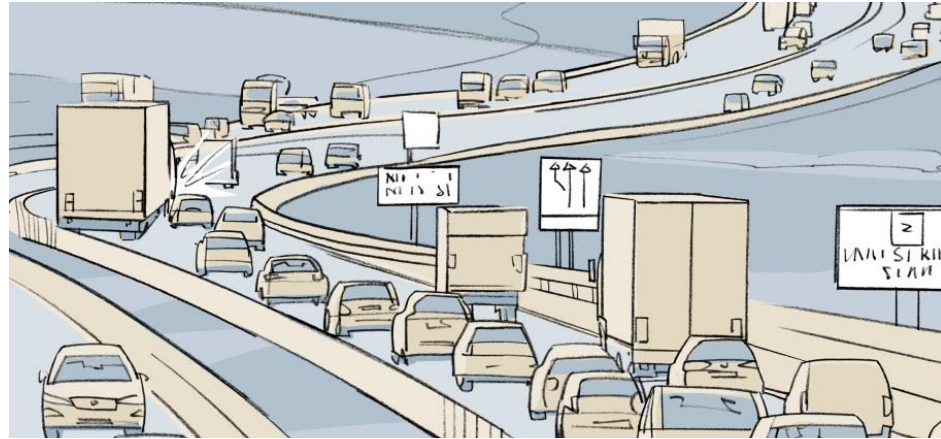
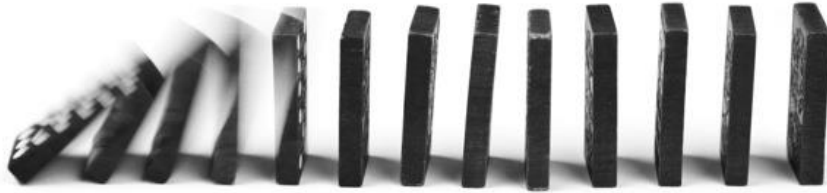
**more people,  
growing cities**

**transportation needs  
will rise dramatically**



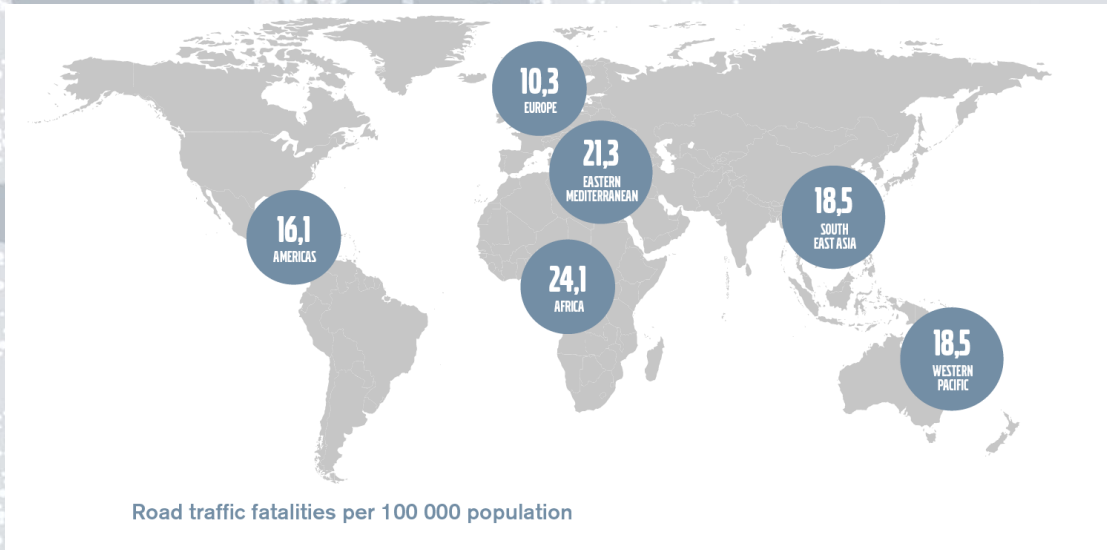
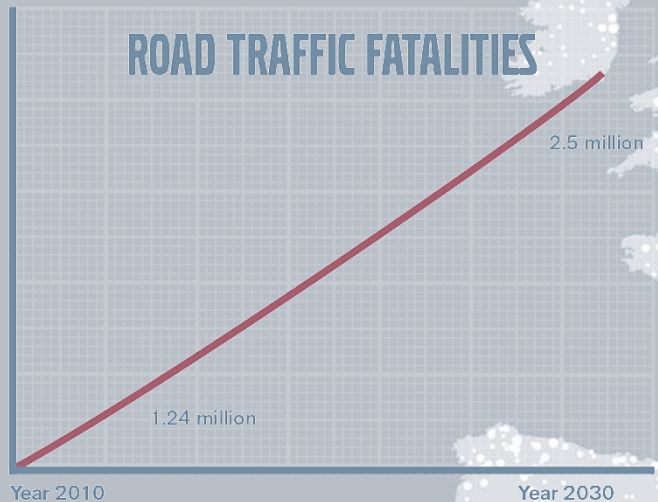


# Every crash has an impact



# The unbalanced equation

The risk of dying in a road crash depends on where you live



# ZERO ACCIDENTS



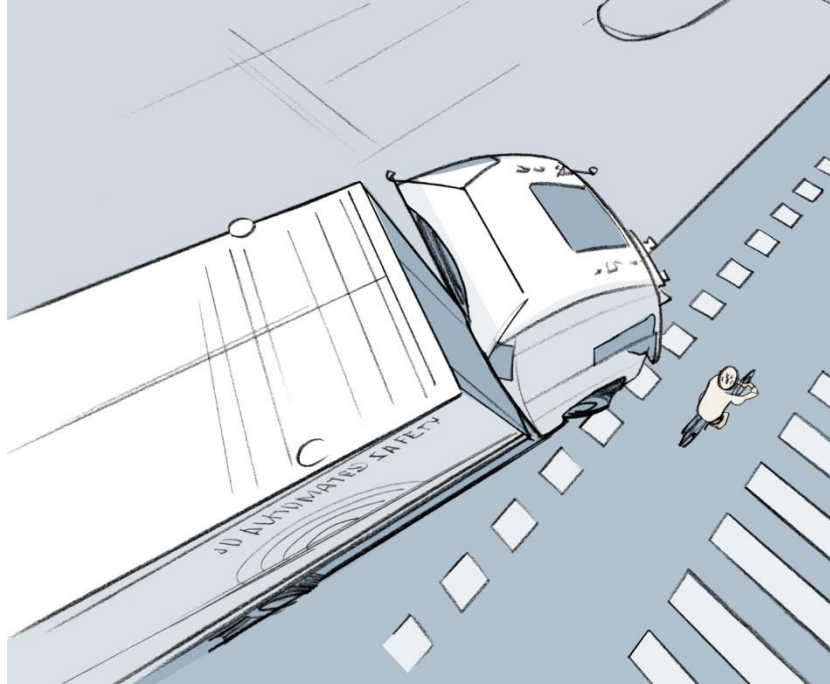


# Zero Accidents – A Shared Effort

**POLICIES AND  
REGULATIONS**



**VEHICLE  
TECHNOLOGY**



**EDUCATION AND  
AWARENESS**



**RESEARCH AND  
COOPERATION**





# **This Year a very important safety step will be taken:**

## **Mandatory active safety systems in EU by Nov 2015**

### **Lane Departure Warning System, LDWS**



Reduces risk for driving off road accidents on highways and rural roads.

Camera sensor monitors position of vehicle with respect to the lane boundary. When vehicle is in danger to leave the lane unintentionally, the system warns the driver.

### **Automated Emergency Braking System, AEBS**



Reduces risk for, or mitigate a rear end collision with traffic ahead.

Traffic ahead is monitored by radar and camera sensor. The system 1<sup>st</sup> warn the driver when there is risk for collision and 2<sup>nd</sup> if driver doesn't react the brakes are autonomously applied.

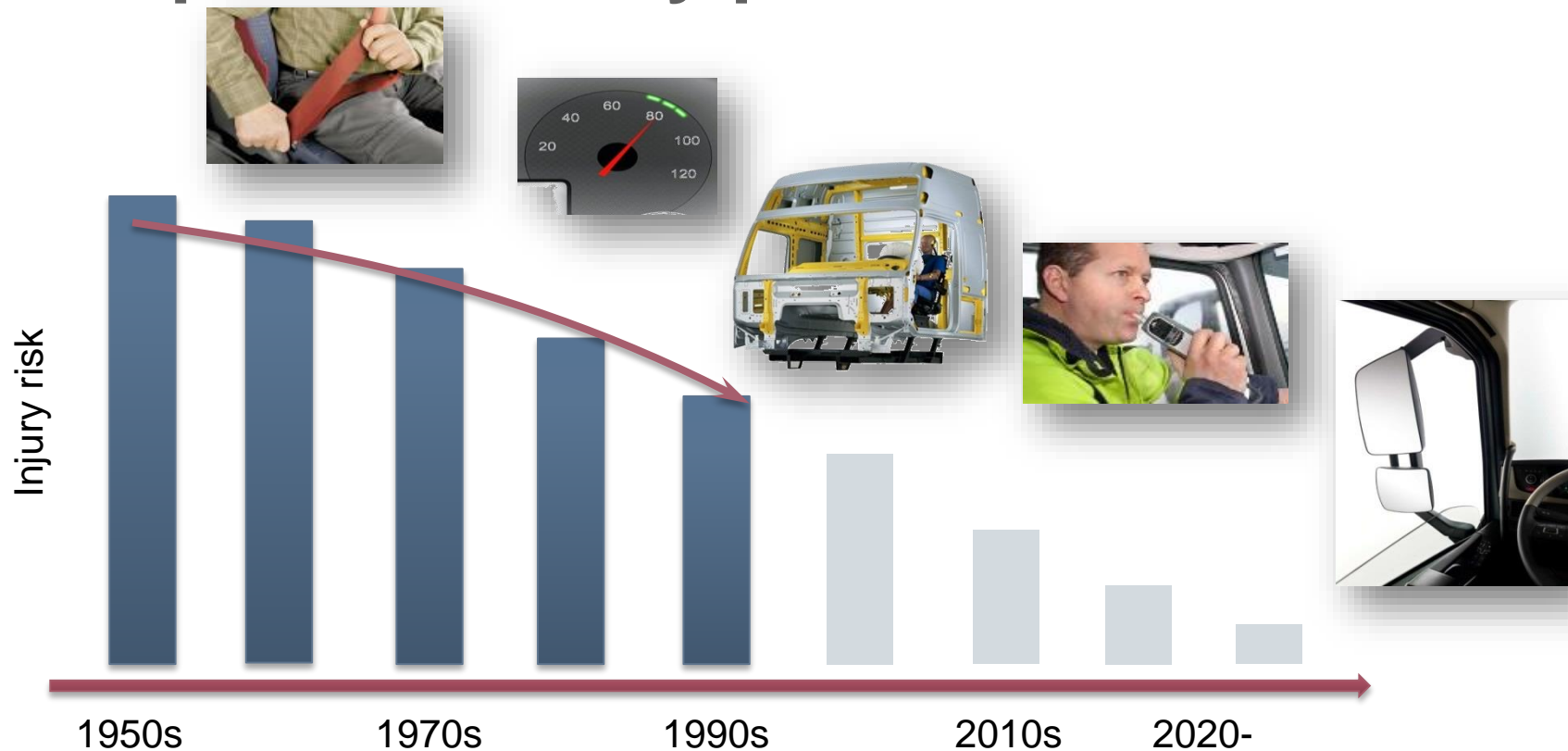
### **Electronic Stability Control, ESC**



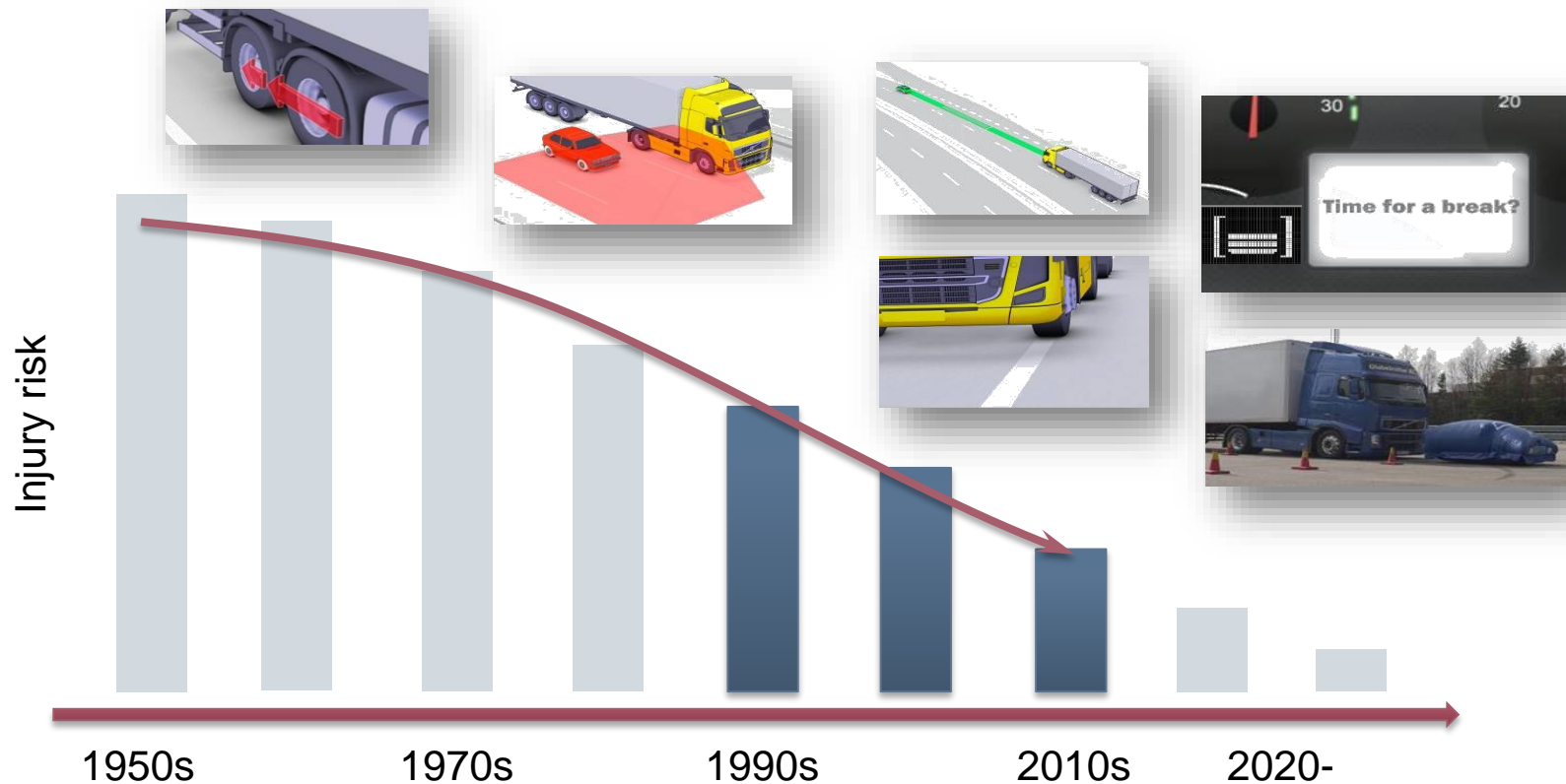
Reduces risk for roll or yaw instability due to misjudged speed, for example in a sharp curve, a highway exit and on a slippery road surface.

The system recognizes danger of rolling over or yaw instability by a combination of sensor data (yaw rate, lateral acceleration and steering wheel). The vehicle automatically reduces speed by engine torque reduction and individually applied wheel brakes.

# The passive safety phase

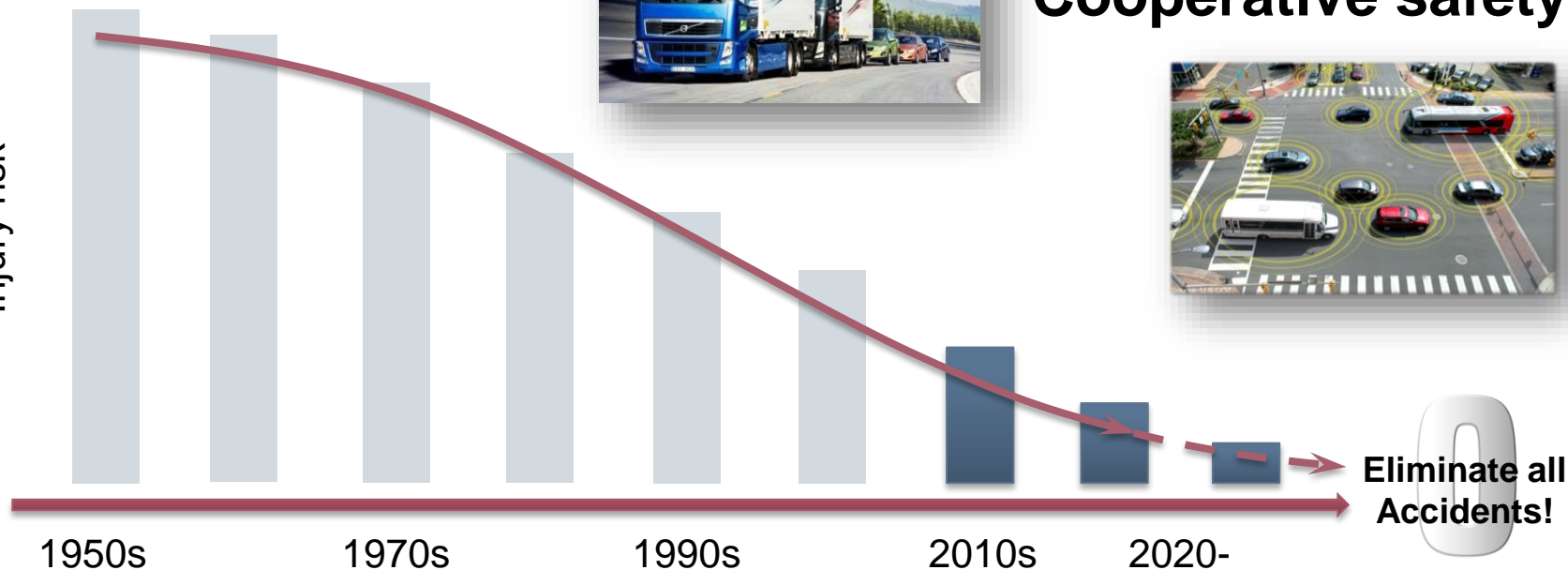


# The active safety revolution



# The new safety frontier

Injury risk



## Automation & Cooperative safety



**Eliminate all Accidents!**

# Drivers for Cooperative ITS (Safety)

2013

Around 100 vehicles involved in both accidents caused by fog and black ice.



Tranarpsbron, E6, Sweden

Interstate 17, Virginia, US





# New European Commissioner for Transport makes road safety a priority



# Together we can make a difference

