

## Press Release

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# Volvo EX90 receives AJAC Best Safety Innovation Award

**RICHMOND HILL, ON (March 19, 2024)** – Volvo Car’s long-standing position as a world leader in automotive safety continues. Today, the Automobile Journalist Association of Canada (AJAC) recognized the all-new fully electric Volvo EX90 as it announced the vehicle’s Safety Suite as a winner of the 2024 AJAC Best Safety Innovation Award.

The AJAC Innovation Awards recognize significant advancements in automotive innovation and technology. The Volvo EX90 captured best Safety Innovation for its Safe Space Technology, which includes advanced cameras, radars, ultrasonic sensors and standard lidar. AJAC announced the award today at the 2024 Vancouver International Auto Show.

“AJAC’s Innovation Awards celebrate advancements in safety, technology, and eco-innovation,” said Evan Williams, President, AJAC. “These awards separate the technologies from the rest of the vehicle and, in doing so, offer a unique perspective on the best and most innovative tech in the industry.”

“Safety and innovation are at the core of Volvo Cars and we have always aimed to pioneer intelligent solutions in mobility to help protect what’s important to people in their everyday lives,” said Matt Girgis, Managing Director, Volvo Car Canada. “The team at Volvo Car Canada is honoured to be recognized by the members of AJAC for our commitment to putting safety first through our groundbreaking technology.”

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### **About Automobile Journalists Association of Canada (AJAC)**

*The Automobile Journalists Association of Canada (AJAC) is an association of professional journalists, writers, photographers, and corporate members whose focus is the automobile and the Canadian automotive industry. Collectively, its primary objectives are to promote, encourage, support, and facilitate professionalism in Canadian automotive journalism and to ensure factual and ethical reporting about the automobile and automotive issues to Canadian consumers. This is achieved through the work of its members and AJAC’s annual vehicle testing and evaluation events, the Canadian Car of the Year Awards (CCOTY), Innovation Awards, and EcoRun.*

### **About Volvo Car Canada Ltd.**

*Volvo Car Canada Ltd. is a subsidiary of Volvo Car Group of Gothenburg, Sweden. VCCL provides marketing, sales, parts, service, technology, and training support to the 37 Volvo automobile retailers across Canada. For more information, please refer to the Volvo Cars Canada media website at: [www.media.volvocars.com/ca/en-ca](http://www.media.volvocars.com/ca/en-ca)*

### **Volvo Cars in 2023**

*For the full year 2023, Volvo Car Group recorded a record-breaking core operating profit of SEK 25.6 billion. Revenue in 2023 amounted to an all-time high of SEK 399.3 billion, while global sales reached a record 708,716 cars.*

### **About Volvo Car Group**

*Volvo Cars was founded in 1927. Today, it is one of the most well-known and respected car brands in the world with sales to customers in more than 100 countries. Volvo Cars is listed on the*

Nasdaq Stockholm exchange, where it is traded under the ticker "VOLCAR B".

*"For life. To give people the freedom to move in a personal, sustainable and safe way." This purpose is reflected in Volvo Cars' ambition to become a fully electric car maker by 2030 and in its commitment to an ongoing reduction of its carbon footprint, with the ambition to achieve net-zero greenhouse gas emissions by 2040.*

*As of December 2023, Volvo Cars employed approximately 43,400 full-time employees. Volvo Cars' head office, product development, marketing and administration functions are mainly located in Gothenburg, Sweden. Volvo Cars' production plants are located in Gothenburg, Ghent (Belgium), South Carolina (US), Chengdu, Daqing and Taizhou (China). The company also has R&D and design centres in Gothenburg and Shanghai (China).*

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Descriptions and facts in this press material relate to Volvo Cars's international car range. Described features might be optional. Vehicle specifications may vary from one country to another and may be altered without prior notification.

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