

Press Release

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IIHS study reveals value of Volvo City Safety

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Collision avoidance system minimizes collisions, reduces insurance costs and saves lives

TORONTO, ON (April 30, 2013) - A recent Insurance Institute for Highway Safety (IIHS) study found that among all of the modern technology innovations to help drivers avoid a crash, one system stood out among the rest in preventing collisions and injuries - Volvo's City Safety. Analysts looked at claim data for 2011-2012 Volvo S60 sedans and 2009-2012 Volvo XC60 crossovers and compared the results to Volvo models without City Safety. They found drivers are less likely to be in a crash with City Safety, than without. City Safety has been standard on the XC60 since the 2010 model year and is standard equipment on the S80 sedan, S60 sport sedan and XC70 wagon.

Reduction in collisions, insurance costs

Forward-collision avoidance systems are also causing a significant effect to insurance claims, according to the Insurance Institute for Highway Safety (IIHS). Such a system can slow down and even stop the vehicle in the event of an imminent impact, minimizing vehicle damage and personal injury. The IIHS also reviewed the Volvo S60 and XC60 with City Safety, which uses camera and radar-based technology to determine whether you are approaching a vehicle too quickly and will even pre-charge and apply the brakes in order to minimize the severity of a collision, or avoid it entirely under speeds of 50 km/h. There was a 16 percent lower claim frequency for property damage liability in the S60 and 15 percent less in the XC60. For bodily injury liability, the S60 had 18 percent fewer claims and the XC60 had 33 percent fewer claims than vehicles without the technology. Claim frequency under collision coverage was 9 percent lower for the S60 and 20 percent lower for the XC60.

An automotive manufacturer that has become synonymous with safety, Volvo has developed and implemented a long list of safety features over the years that have been adopted as standard equipment across the industry. Inventions like the three-point safety belt, tempered glass, safety belt reminders, rear-facing child seats, collapsible steering columns and padded dashboards have saved countless lives since they were created.

"Volvo has always been at the forefront of automotive safety and we are very proud that these advancements have been recognized to reduce collisions and casualties," says Marc Engelen, President & CEO Volvo Cars of Canada, "We continue to innovate as technology improves in hopes that nobody will be killed or seriously injured in a Volvo by the year 2020."

Active Safety

Additional safety features like (Whiplash Protection System (WHIPS), Side Impact Protection System (SIPS) and Rollover Protection System (ROPS) reduce the severity of a collision for the occupants of the vehicle, however there are many new features that attempt to prevent such crashes from ever occurring in the first place. Warning systems like Lane Departure Warning (LDW), Blindspot Information System (BLIS) and Driver Alert Control (DAC) aim to prevent accidents before they happen by keeping the driver aware of their surroundings as well as their own condition. This led to the emergence of active safety systems like Adaptive Cruise Control (ACC), City Safety and Pedestrian Detection with Full Auto Brake that are able to warn the driver of a collision and intervene if the driver does not react and a crash is imminent.

Pedestrian Detection

Introduced as a 'world-first' in the 2011 Volvo S60, Pedestrian Detection with Full Auto Brake utilizes radar and camera-based technology to monitor the movements of vehicles and pedestrians in front of the vehicle. If the system recognizes a collision is about to occur, a visual and audible warning will sound, alerting the driver of the pending situation. If the driver does not react to the warning and fails to initiate braking or steering inputs, the car will automatically brake with full force moments before the collision becomes unavoidable. With automatic braking, collisions can be avoided altogether at speeds of up to 50 km/h and can significantly reduce the severity of accidents at higher speeds.

Animal Detection

Volvo is taking the next step in active safety by developing a system that alerts and automatically brakes for animals on the road. The project to develop a safety system that reduces the risk of collisions with wild animals is part of Volvo Car Corporation's vision for 2020 - that nobody should suffer serious injury in a new Volvo. The new system is based on technologies from the Pedestrian Detection with Full Auto Brake and consists of two parts - a radar sensor and an infrared camera that can register the traffic situation.

Cyclist Detection

The Volvo Car Group rolled out another Volvo world first in automotive safety at this year's Geneva Motor Show. The groundbreaking Pedestrian and Cyclist Detection with Full Auto Brake detects, alerts the driver and automatically brakes for cyclists swerving out in front of the car. The new functionality is an enhancement of the present detection and auto brake technology. All cars equipped with pedestrian detection will also incorporate cyclist detection.

Read the full Consumer Reports release [here](#):

Volvo Cars of Canada Corp. is part of the Volvo Car Group of Gothenburg, Sweden. The company provides marketing, sales, parts, service, technology and training support to the 42 Volvo automobile retailers across the country. The S60 and XC60 are among only 18 vehicles that were awarded the prestigious new Top Safety Pick+ by IIHS (Insurance Institute for Highway Safety).

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