

Press Release

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TIME names Volvo EX90 driver-understanding system one of 2024's Best Inventions

We pride ourselves on being a leader in automotive safety. So naturally, we are honoured that TIME has named the driver-understanding system in the new Volvo EX90 SUV as one of its 2024 Best Inventions.

Today, TIME reveals its annual list of the Best Inventions, which features 200 extraordinary innovations that it believes are changing our lives. In this year's list, TIME features the driver-understanding system that comes as standard on our new, fully electric flagship as a winner in the Automotive category.

The driver-understanding system inside the EX90 is a pioneering new safety feature that uses real-time sensing technology to understand if a driver is impaired, tired or distracted, so the car can step in to support if needed.

In some cases, the EX90 will alert the driver with a soft nudge, followed by more consistent notifications if that initial nudge does not have the desired effect. In case the unexpected happens, for example a driver falling asleep, the EX90 can safely stop the car and send a warning to other road users with its hazard lights.

"The EX90 is designed to be the safest Volvo car we have ever made," says Jim Rowan, our Chief Executive. "While all our cars are developed to meet our pioneering safety standard, we continue to push the envelope in safety with every new Volvo car. On behalf of everyone at Volvo Cars, I am very pleased to see TIME recognise us as a leader in automotive safety."

The driver-understanding system in the EX90 is one of our latest safety inventions, thanks to our knowledge gained from more than 50 years of real-world research. Stemming from our insight into how drivers interact with their cars in real life, it helps address one of the main gaps towards zero collisions by supporting people based on understanding their behaviours and needs.

Safety has always been our top priority. One of our most important contributions is the modern three-point safety belt. Since we introduced it in 1959, and later granted free use of its design, the safety belt is estimated* to have saved a million lives.

As we accelerate towards our ambition of zero collisions, the EX90 represents a new era of safety for Volvo Cars. Our all-electric flagship SUV is designed to help protect people and make their everyday journeys easier and more enjoyable. It will also get better over time as it learns from real-time data points and receives over-the-air updates.

The small print

- The one million lives saved figure is based on general and in-house statistics on accidents and safety belt usage.
- To compile this year's list, TIME solicited nominations from TIME editors and correspondents around the world and through an online application process, paying special attention to growing fields – such as health care, AI and green energy. TIME then evaluated each contender on a number of key factors, including originality, efficacy, ambition and impact. Read [TIME's Best Inventions of 2024 list here](#).

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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 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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