

## Press Release

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# PIONEERING TECHNOLOGY FROM VOLVO DRIVES FLEET SAFETY FORWARDS

- Volvo wins Safety Award at 2013 Fleet World Honours for the second year running
- Award recognises Volvo's track record for pioneering auto brake technology
- Auto brake technology helps avoid collisions and cuts fleet accident repair costs

Cutting-edge technology and innovation that protects company car drivers have helped Volvo win another prestigious award at the 2013 Fleet World Honours.

World-first Cyclist Detection with Full Autobrake is the latest pioneering safety system to be offered across the Volvo range\* and helped secure the Safety Award for a second consecutive year during a special ceremony this morning at the Royal Automobile Club on Pall Mall.

Volvo topped judges' lists in the safety category thanks to its track record of being first to market with a host of potentially life-saving forward-facing autonomous braking technologies, including City Safety, Cyclist Detection and Pedestrian Detection with full autobrake.

Volvo was the first manufacturer to have an autonomous braking system fitted as standard to a car with the introduction of City Safety on the new XC60 in 2007. Today, City Safety is fitted as standard to all models in the Volvo range, except XC90.

Selwyn Cooper, National Corporate Operations Manager at Volvo Car UK, said: "Autonomous braking systems have proved to be hugely beneficial in reducing collisions and related injuries both from our own research and in independent testing.

"From a company car perspective, we've also been able to demonstrate - using real-world data from customers' cars - the financial benefits that such systems can have in reducing accident repair costs. And with EuroNCAP including the technology as part of its crash test criteria in future, auto brake technology will soon be a familiar feature to all drivers."

The Fleet World Honours Car Awards are open to all motor manufacturers and the judging process combines the expert opinion of the Fleet World editorial team with the values provided by a number of leading leasing companies and fleet data providers.

The annual event highlights motor manufacturers, service companies and individuals who have, in the opinion of the judges, achieved the highest possible level of excellence in their sector.

Fleet World Editor, Steve Moody, said: "Volvo continues to push safety system technology forward, making much of it standard across the range. The latest innovation is Cyclist Detection with Full Auto Brake, illustrating that the firm is fully focussed on not just protecting the occupants of its cars, but the wider world too."

For more information about the full range of Volvo models and how its award-winning safety systems could help your business, visit: [www.volvocars.co.uk/business](http://www.volvocars.co.uk/business)

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\*All models except XC90.

## Keywords:

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Descriptions and facts in this press material relate to Volvo Car UK's car range. Described features might be optional. All information is correct at time of going to press and may be altered without prior notification.

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