

Press Release

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VOLVO HELPS DRIVERS COMBAT HAYFEVER

- All models fitted with an Air Quality System or Pollen Filter as standard
- Automatically shuts out pollen and pollution from the cabin
- Major safety benefits associated with avoiding sneezing whilst driving

Volvo has gone a long way to helping hay fever sufferers reduce their symptoms whilst in a car by fitting all of its models with either an Air Quality System (AQS) or Pollen Filter, as standard.

Volvos fitted with an Air Quality System use an interior air quality sensor which monitors the levels of particles in the incoming air. It can automatically close the car's air intake without any input from the driver before levels inside the car become unhealthy, such as when toxic carbon monoxide is detected from the vehicle in front.

This technology ensures the air inside a Volvo is always cleaner than it is outside. Combined with high quality pollen filters fitted in the ventilation system, Volvo ensures a driver and its passengers are protected from harmful pollen and air pollution finding their way into the cabin.

NHS Direct has reported a 20% annual rise in calls from hay fever sufferers and the National Pollen Research Unit* predicts hay fever being a problem well into August, signaling bad news for the estimated 8-10 million people in the UK that suffer from this medical condition.

Drivers on the road between 5am and 10am are most at risk of aggravating their hay fever as more pollen is emitted from trees and grass early in the morning. The further north you live, the later in the year that the pollen becomes an issue, although the recent wet weather has prolonged the hay fever season.

"Now that some warmer weather has arrived, albeit a few months late, it's worth reminding drivers that a Volvo has been designed from the outset to keep the causes of hay fever at bay whilst in the car," said Nick Connor, managing director of Volvo Car UK.

"As well as the health aspects of not breathing in pollen, ozone and hydrocarbons, the safety benefits associated with a driver avoiding long bouts of sneezing, whilst driving at speed on a motorway shouldn't be underestimated."

"Hay fever suffering company car drivers should find particular solace in driving a Volvo," he added.

Ends...

*based at the University of Worcester

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