

Press Release

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VOLVO WINS THE SAFETY AWARD AT THE WHAT CAR? AWARDS 2011

- Volvo's pioneering safety system adds another safety award to its list of accolades
- Originally launched on the all-new S60 and now available on the all-new V60 and XC60
- Complements Volvo's City Safety to help avoid impending collisions

Volvo's ground breaking new safety technology, Pedestrian Detection with Full Auto Brake has won the Safety Award at the 2011 What Car? Car of the Year Awards, held at the Grosvenor House in Park Lane on Thursday 13th January 2011.

"Volvo has long been the pioneer of all things safety, from the three point safety belt to this latest innovation" said Steve Fowler, What Car? Editor in Chief. "It's great to know that Volvo is putting as much emphasis on keeping pedestrians safe as it does those inside its cars. For that, it's deserving of this year's What Car? Safety Award" he concluded.

Accepting the award on behalf of Volvo Cars was Peter Rask, Regional President of Volvo Car UK, Ireland and Iceland. "It is a great pleasure to receive this award. It is in recognition of Volvo's continuing leadership in the field of vehicle safety innovations and technology. Pedestrian Detection with Full Auto Brake is another world-first that Volvo has brought to market, to join a long line of safety advancements, helping us towards our mission that no-one will be killed or seriously injured in a new Volvo car by 2020" said Rask.

Pedestrian Detection with Full Auto Brake is available to complement Volvo's City Safety. Using a mixture of laser, radar and camera technology, the vehicle can recognise a human being above 80cm tall or a vehicle ahead and will brake the vehicle automatically if it calculates an impending impact.

An initial warning is given to the driver in the form of an audible signal and flashing lights in the head up display if it detects a possible collision. The main purpose of this warning is to alert the driver so he or she can brake or steer out of the way. If the driver does not respond to the warning, the car automatically brakes with full force moments before the collision becomes unavoidable. With automatic braking, collisions can, in certain circumstances, be avoided at speeds of up to 21mph.

City Safety reacts if the vehicle in front is at a standstill, or moving in the same direction as one's own car to prevent rear end impacts. In certain situations, a collision may be avoided if the speed difference between the two vehicles is below 21mph. The technology is active at all speeds.

This new safety system was first seen in March 2010 at the launch of the all-new S60 saloon. In the latter part of 2010, it became available on the newly launched Volvo V60 sportswagon and following on from recent enhancements across the range, it is now also available on the XC60.

Keywords:

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