

## Press Release

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# VOLVO CITY SAFETY NAMED BEST CAR SAFETY DEVICE BY BUSINESSCAR

- Volvo takes win at the BusinessCar Techies awards debut
- City Safety named Best Car Safety Device, beating 14 rivals to the title
- This award-winning technology is fitted as standard to all Volvo XC60 models

Volvo's pioneering City Safety technology has been named winner of the Best Car Safety Device at the new BusinessCar Techies awards. City Safety is designed to minimise the risk of collisions at low-speeds and is fitted as standard to all Volvo XC60 models.

Created to reward the best in new technology, BusinessCar Techies was also designed to demonstrate the benefits of such systems to fleet and transport managers.

Tristan Young, Editor of BusinessCar, said: "City Safety is a great example of how technology can be used to great effect in helping to prevent road accidents for drivers. It also has the added benefit of reducing associated insurance and repair costs, while minimising vehicle downtime - of particular interest to cost-conscious business users and fleet managers."

City Safety uses laser technology to monitor traffic up to six metres in front of the vehicle. The system automatically applies the brakes to avoid or reduce the effects of an accident if it detects a collision is imminent and the driver hasn't reacted.

Peter Rask, Managing Director at Volvo Car UK, said: "Vehicle safety is of paramount importance and Volvo is committed to developing technology that enhances safety for everyone travelling in its vehicles, so to be acknowledged with this award is great news."

This is the latest in a series of award wins for Volvo's City Safety technology, including topping the technology category at the annual Fleet World Honours 2008.

City Safety is standard in all Volvo XC60 models; other standard safety equipment in the XC60 includes DSTC (Dynamic Stability Traction Control), SIPS (Side Impact Protection System), WHIPS (Whiplash Protection System) and ROPS (Roll Over Protection System).

The recent introduction of front-wheel drive and the new 2.4D engine to the Volvo XC60 sees fuel consumption improve to 47.1 mpg and CO<sub>2</sub> emission figures tumble to 159 g/km - ensuring the model benefits from a 20 per cent Capital Allowance rate following the introduction of new rules earlier this year. The new rules result in lower whole life costs for companies, while drivers of these lower emission vehicles are rewarded with reduced Benefit in Kind (BIK) tax bills.

Ends

### Keywords:

Volvo XC60, Press Releases, 2010, Product News

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## Related Images



City Safety - low-speed auto brake

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