

Press Release

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MotorTrend names Anders Bell a winner in the Leader category of the annual Software-Defined Vehicle Innovator Awards

MAHWAH, NJ (Jan. 8, 2025) – Today, MotorTrend names Anders Bell, Chief Engineering & Technology Officer, Volvo Cars, as a winner in the Leader category in the third annual Software-Defined Vehicle (SDV) Innovator Awards for leading the development of core computing technology underpinning the all-electric Volvo EX90. Winners in this category include outstanding individuals who hold a senior management position and lead a team that is transforming the automotive industry through the broad adoption and application of software solutions.

With nearly 25 years of experience, Anders Bell led a technological transformation that represents an even bigger milestone for Volvo Cars than the company's transition to electrification. He led the development of the new EX90 through crucial stages of the program to make it the first Volvo car to be truly software-defined from inception to production and built on core computing technology.

Bell and his team further transformed the company to build safer cars more efficiently. Now, when customers opt-in, cars can collect data from advanced vehicle sensors to better understand what's happening around them. Volvo Cars can then contextualize this data, apply new learnings and accelerate the development of new use this data to quickly develop future safety features.

This is a significant leap for Volvo Cars, which has a long heritage in using data to make safer vehicles and innovations. One of the company's first innovations includes the three-point seat belt that is estimated to have saved 1 million lives since Volvo Cars introduced it in 1959.

"I'm truly honored but this award is of course for all of us," says Anders. "The whole Engineering team has worked relentlessly together to create a fantastic car where it is today and by this - also taking the first step into a new era for the company. We all know we're not done, but the way forward is clear. Super exciting times ahead."

The SDV Innovator Awards program was established to honor the next phase of automobile technology to elevate and highlight those who are leading the automotive industry's foundational shift from hardware to software. MotorTrend introduced the awards to recognize innovators who are redefining how vehicles are designed, manufactured, operated, and experienced. Winners are awarded in the Pioneer, Leader, and Expert categories chosen by a panel of jurors from MotorTrend's editorial team.

Read MotorTrend's complete list of SDV Innovator Award winners [here](#).

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About Volvo Car USA

Headquartered in Mahwah, New Jersey, Volvo Car USA LLC (VCUSA) (www.volvocars.com/us) is a subsidiary of Volvo Car Group of Gothenburg, Sweden (Nasdaq Stockholm VOLCAR B), providing sales, marketing, parts, service, technology, and training support to Volvo automobile retailers in the United States since the 1950s. Operations also include a manufacturing campus in Ridgeville, SC that underlines the company's long-term commitment to the U.S. as a key market. In addition, VCUSA maintains offices in California and parts distribution and training centers across the country. More information is available on the Volvo Car USA media website:

<http://www.media.volvocars.com/us>

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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Descriptions and facts in this press material relate to Volvo Cars' international car range. Described features might be optional. Vehicle specifications may vary from one country to another and may be altered without prior notification.

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