

## Press Release

Apr 14, 2014 | ID: 142390

# Volvo Car Group Celebrates 50 Years of Dedication to Child Safety

**ROCKLEIGH, N. J. (April 14, 2014)** - 2014 marks the 50th anniversary of Volvo Car Group's (Volvo Cars) dedication to protecting the smallest and most vulnerable car occupants. This groundbreaking work started with the world's first rear-facing child seat prototype in a PV544 back in 1964 – and the latest innovation is an Inflatable Child Seat Concept that is easily tucked away in a small bag when not in use.

The differences in anatomy between children and adults form the foundation for Volvo Cars' child safety developments both in terms of car integrated features and accessories. Children are not small versions of adults, which is why children need special restraints when travelling in cars. "The basic principle remains the same as 50 years ago. The smallest children must always travel facing the rear until the age of 3 or 4. Older children should use a booster cushion or booster seat that makes sure that the lap belt is correctly fitted over the pelvis," says Professor Lotta Jakobsson, senior technical specialist at Volvo Cars Safety Center.

Here are some of the most important milestones in Volvo Cars' child safety history:

### 1964 **First child seat prototype**

Inspired by how astronauts travel rearwards, Bertil Aldman, medical doctor and subsequently professor in traffic safety at Chalmers University of Technology, developed the very first child seat prototype. Volvo was closely involved in the development and testing was carried out in a PV544.

### 1967 **Reversible front passenger seat with special child backrest**

The first child seat to be sold to customers was created by turning the front passenger seat around. Adding a padded backrest with straps made sure that the rearward-facing child was kept in place. The solution was sold as an accessory for the recently introduced Volvo Amazon.

### 1972 **Volvo's first rear-facing child seat**

Rearward-facing child seats are designed to support the neck and help spread the force of a frontal impact over a larger area. Frontal impacts are the most frequent and usually the most severe impact situation.

### 1976 **The booster cushion – a world first from Volvo**

Children from 3 or 4 years and up travel facing forward using the standard safety belt with a belt-positioning booster cushion. Volvo Cars' policy is that children should use a booster cushion until they are 140 centimeters tall and 10 years old. When using a booster cushion, the child runs about a 75 percent lower risk of being injured compared to being unrestrained.

### 1990 **World's first integrated booster cushion**

The first integrated booster cushion was an ingenious fold down and out version in the rear center position in the Volvo 960. Double integrated pop-up booster cushions in the outer rear seats were introduced in the Volvo S40 in 1995.

### 1999 **World's first rear-facing seat for ISOFIX**

The world-first solution for the standardized, car-integrated ISOFIX fittings was actually two rearward-facing seats in one. Both seats – one for infants and one for toddlers up to four years of

age – could be fitted in the same ISOFIX frame.

#### 2007 **World's first two-stage integrated booster cushion**

Two-stage integrated booster cushions were introduced in the Volvo V70 estate. The two-stage version, with two sitting heights, enables a better belt fit regardless of the child's size. Child adapted safety belt load limiters were also fitted.

#### 2014 **Inflatable Child Seat Concept**

The innovation, which is still in the development stage, is easy to install and can be tucked away in a small bag when not in use. This means that the child seat can be easily transferred between cars and the bag even fits in carry-on luggage when flying or travelling.

### Keywords:

Safety, Technology, Historical, Press Releases

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