

Press Release

Jan 07, 2014 | ID: 137102

Volvo Car Group Explores New Safety and Design Ideas by Partnering with High-tech Sports Gear Developer POC

ROCKLEIGH, N.J. (Jan. 7, 2014) - Volvo Car Group (Volvo Cars) has established a partnership with the Swedish company POC, which develops high-tech protective gear for gravity sports athletes. The two companies will exchange knowledge to explore new ideas within safety and design.

“POC’s products blend functional design with lightweight, high-performance materials that offer the ultimate sense of freedom and protection when things really get rough. This is perfectly in tune with our aim to make functionality and safety an emotional experience,” says Thomas Ingenlath, senior vice president design at Volvo Cars.

“Just like their high-tech sport gear, our cars blend sophisticated design with strength and intelligent capability. Having the right gear – in our case the car – builds peace of mind and confidence. This in turn enables you to fully enjoy your drive and your adventure,” adds Ingenlath.

Initial focus on cars and cyclists

The new partnership will explore and use the possibilities to extend the safety knowledge and product offer for Volvo Cars as well as POC. The first results will be presented in the second half of 2014. An initial research and development project focuses on communication between cars and cyclists.

“Communication with cyclists around the car is a possible extension of our groundbreaking Pedestrian and Cyclist Detection technology. Providing the cyclist with confirmation that he or she is seen by the vehicle can make interaction between cars and cyclists smoother and safer in urban areas,” says Jan Ivarsson, senior manager, safety strategy and requirements at Volvo Cars.

Mutual vision

“With POC’s mission of doing the best we can to possibly save lives and reduce the consequences of accidents for gravity sports athletes and cyclists, it’s a treasure to interact on cycling safety together with Volvo Cars. They have the vision, competence and experience and have been leading the development within road safety for more than 80 years,” says Stefan Ytterborn, CEO and founder of POC.

Inspiration for the new concept car

The design of the new Volvo Concept XC Coupé, which will make its world debut at the 2014 North American International Auto Show in Detroit, is inspired by the design of modern sports gear.

“Several orange details and exterior graphics combined with bold use of matte rubber moldings, which cover the rear of the car, add to the highly functional expression of the design,” says Ingenlath.

Supports repositioning

The Volvo Concept XC Coupé has a strong connection to both an active outdoor lifestyle and Volvo Cars’ aim to offer customers a world-class safety and support package.

“The partnership with POC will be inspiring and fruitful. Both of our companies have a strong emphasis on safety and protection. POC can inspire us to make safety an emotional experience and to create even more desirable cars,” concludes Ingenlath.

Keywords:

Press Releases, 2014, Volvo Concept XC Coupé, Product News

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