

Volvo as a benchmark for safety:

"Safety,"...Volvo. "Volvo,"...Safety.

In 1976 the US government, when creating what would become our National Highway Safety Administration, bought twenty-five Volvo 240 sedans to help establish standards for the future safety. And just last year, NHTSA used the Volvo whiplash system as a benchmark for all other whiplash protection. Studies by Folksam, a Swedish insurance company, reported our WHIPS seat to be the best in our industry.

The recent stream of Volvo worlds' first is like a Who's Who of Automotive Safety:

- Side impact air bags
- Inflatable curtain
- Whiplash Protection seats
- Pedestrian Compatibility
- Roll Stability Control

And now with the All New S80 - two more world's firsts! The Personal Car Communicator and BLIS Blind Spot Information System!

Perhaps all familiar to you now,...but all Volvo world's first!