Volvo Cars To Deploy In-Car Cameras And Intervention Against Intoxication, Distraction

Volvo Cars today reveals a new step in its ambitions to end fatalities in its cars by addressing the issues of intoxication and distraction.

Apart from speeding, which the company aims to help combat with a top speed limit, intoxication and distraction are two other primary areas of concern for traffic safety. Together, these three areas constitute the main ‘gaps’ towards Volvo Cars’ vision of a future with zero traffic fatalities and require a focus on human behaviour in the company’s safety work as well.

For example, figures by NHTSA show that in the United States, almost 30 per cent of all traffic fatalities in vehicles in 2017 involved intoxicated drivers.

Volvo Cars believes intoxication and distraction should be addressed by installing in-car cameras and other sensors that monitor the driver and allow the car to intervene if a clearly intoxicated or distracted driver does not respond to warning signals and is risking an accident involving serious injury or death.

That intervention could involve limiting the car’s speed, alerting the Volvo on Call assistance service and, as a final course of action, actively slowing down and safely parking the car.

“When it comes to safety, our aim is to avoid accidents altogether rather than limit the impact when an accident is imminent and unavoidable,” says Henrik Green, Senior Vice President, Research & Development at Volvo Cars. “In this case, cameras will monitor for behaviour that may lead to serious injury or death.”

Examples of such behavior include a complete lack of steering input for extended periods of time, drivers who are detected to have their eyes closed or off the road for extended periods of time, as well as extreme weaving across lanes or excessively slow reaction times.

A driver monitoring system as described above is an important element of allowing the car to actively make decisions in order to help avoid accidents that could result in severe injuries or death.

“There are many accidents that occur as a result of intoxicated drivers,” says Trent Victor, Professor of Driver Behaviour at Volvo Cars. “Some people still believe that they can drive after having had a drink, and that this will not affect their capabilities. We want to ensure that people are not put in danger as a result of intoxication.”

Introduction of the cameras on all Volvo models will start on the next generation of Volvo’s scalable SPA2 vehicle platform in the early 2020s. Details on the exact amount of cameras and their positioning in the interior will follow at a later stage.

Today’s announcement should be viewed together with the company limiting the top speed on all its cars to 180 kph from model year 2021, in order to send a strong signal about the dangers of speeding.

The company wants to start a conversation about whether car makers have the right or maybe
Volvo Cars today also revealed the Care Key, which allows Volvo drivers to impose limitations on the car’s top speed on all cars from model year 2021, before lending their car to others.

The Care Key, the monitoring cameras, the speed limit as well existing driver assistance systems all serve one single aim: to support safer driving.

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Volvo Car Group in 2018
For the 2018 financial year, Volvo Car Group recorded an operating profit of 14,185 MSEK (14,061 MSEK in 2017). Revenue over the period amounted to 252,653 MSEK (208,646 MSEK). For the full year 2018, global sales reached a record 642,253 (571,577) cars, an increase of 12.4 per cent versus 2017. The results underline the comprehensive transformation of Volvo Cars’ finances and operations in recent years, positioning the company for its next growth phase.

About Volvo Car Group
Volvo has been in operation since 1927. Today, Volvo Cars is one of the most well-known and respected car brands in the world with sales of 642,253 cars in 2018 in about 100 countries. Volvo Cars has been under the ownership of the Zhejiang Geely Holding (Geely Holding) of China since 2010. It formed part of the Swedish Volvo Group until 1999, when the company was bought by Ford Motor Company of the US. In 2010, Volvo Cars was acquired by Geely Holding.

In 2018, Volvo Cars employed on average approximately 43,000 (39,500) full-time employees. Volvo Cars head office, product development, marketing and administration functions are mainly located in Gothenburg, Sweden. Volvo Cars head office for China is located in Shanghai. The company’s main car production plants are located in Gothenburg (Sweden), Ghent (Belgium), South Carolina (US), Chengdu and Daqing (China), while engines are manufactured in Skövde (Sweden) and Zhangjiakou (China) and body components in Olofström (Sweden).

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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.

Related Images
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Volvo has been in operation since 1927. Today, Volvo Cars is one of the most well-known and respected car brands in the world with sales of 642,253 cars in 2018 in about 100 countries. Volvo Cars is part of the Zhejiang Geely Holding Group Co., Ltd. 82.1% of Volvo Cars is owned by Geely Holding and the rest of the shares are owned by the two publicly traded companies Ford Motor Company of America (1.8%) and Volvo Car Corporation (0.1%).

After a year of recovery and with the support of a strong balance sheet and production capacity, Volvo Car Group continued on its path to growth in 2018, recording an operating profit of 14,185 MSEK (14,061 MSEK) for the full year. Revenue over the period amounted to 252,653 MSEK (208,646 MSEK). For the full year 2018, global sales reached a record 642,253 (571,577) cars, an increase of 12.4 per cent versus 2017. The results underline the comprehensive transformation of Volvo Cars' finances and operations in recent years, positioning the company for its next growth phase.

For the 2018 financial year, Volvo Car Group recorded an operating profit of 14,185 MSEK (14,061 MSEK), up 8 per cent from 2017. Revenue over the period amounted to 252,653 MSEK (208,646 MSEK). For the full year 2018, global sales reached a record 642,253 (571,577) cars, an increase of 12.4 per cent versus 2017. The results underline the comprehensive transformation of Volvo Cars' finances and operations in recent years, positioning the company for its next growth phase.

In recent years, production and sales have increased substantially, and the company is now in a strong position to take further steps towards its vision of a future where there are no fatalities in vehicles. In this context, it is appropriate to take a step back and think about whether car makers have the right or maybe the obligation to install technology in cars that changes their drivers' behaviour. Both the speed limit and the installation of in-car cameras illustrate how car makers can take active responsibility for the aim of achieving zero traffic fatalities by supporting better driver behaviour.

Today's announcement should be viewed together with the company limiting the top speed on all cars from model year 2021, in order to send a strong signal about the dangers of speeding.

The Care Key, the monitoring cameras, the speed limit as well as existing driver assistance systems illustrate how car makers can take active intervention against intoxification, distraction and driving when an accident is imminent and unavoidable.

When it comes to safety, our aim is to avoid accidents altogether rather than limit the impact. Examples of such behaviour include a complete lack of steering input for extended periods of time, as well as extreme weavings across lanes or excessively slow reaction times. A driver monitoring system as described above is an important element of allowing the car to actively make decisions in order to help avoid accidents that could result in severe injuries or death.

For example, figures by NHTSA show that in the United States, almost 30 per cent of all traffic fatalities in 2017 involved intoxicated drivers. A driver monitoring system as described above is an important element of allowing the car to actively make decisions in order to help avoid accidents that could result in severe injuries or death.

When an accident is imminent and unavoidable, the car will switch to automatic braking, service and, as a final course of action, actively slowing down and safely parking the car.

Volvo Cars believes intoxification and distraction should be addressed by installing in-car cameras having had a drink, and that this will not affect their capabilities. We want to ensure that people are not penalised or have their driving licences taken away.

The Care Key, the monitoring cameras, the speed limit as well as existing driver assistance systems have the potential to change the way we drive - and the way people's lives are affected by traffic accidents. S引入的系统将使车辆能够主动做出决策，以避免可能造成严重伤害或死亡的事故。

Several actions need to be taken if we want to further reduce the number of accidents and fatalities. The results underline the comprehensive transformation of Volvo Cars' finances and operations in recent years, positioning the company for its next growth phase.

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