Volvo to give away $1 million in cars if a safety is scored during the big game

(ROCKLEIGH, N.J.) January 20, 2020: To celebrate more than one million lives saved by Volvo safety innovations, Volvo Car USA has announced Volvo Safety Sunday, a pledge to give away $1 million in cars if a safety occurs during football's biggest night on February 2, 2020.

For a chance to win, contestants must first visit VolvoSafetySunday.com where they'll be prompted to design their own Volvo car and submit a unique configuration code as an entry between January 20, 2020 and just before kickoff on February 2, 2020. They can choose one of any 2020 Volvo models currently available in the U.S., in any trim and color.

After that, watch for a safety on game day, and should one occur, Volvo will award $1 million in cars to randomly selected entrants. Full rules, terms and conditions can be found at volvosafetySunday.com.

A safety is a relatively rare and unpredictable scoring play in football that occurs when an offensive team is tackled, loses or fumbles the ball, or commits a penalty in their own end zone. The result of the play is two points to the defensive team, who receives possession of the ball via a free kick.

Volvo believes safety is the ultimate game changer and you should be protected from rare or unexpected events. This approach has inspired numerous innovations and world first inventions, including the three-point safety belt in 1959. In the name of safety, Volvo opened the belt's patent to all automakers – and the belt remains the single most important and influential safety technology in today's cars. Other innovations include:

- 1972: First rearward-facing child safety seat concept
- 1991: Side-Impact Protection System (SIPS)
- 1998: Whiplash Protection System (WHIPS)
- 1998: Inflatable Curtain airbags
- 2002: Roll-Over Protection System (ROPS)
- 2003: Blind Spot Information System (BLIS)
- 2008: City Safety collision sensing system
- 2010: Pedestrian Detection with Full Auto Brake
- 2013: Cyclist Detection
- 2014: Run-off Road Protection
- 2016: Connected Safety (Slippery Road Alert, Hazard Light Alert)
- 2019: E.V.A (Equal Vehicles for All) Initiative and data sharing

More information on Volvo's safety heritage can be found here.

"From the invention of the three point-safety belt sixty years ago to other world firsts, safety is at the center of everything we do at Volvo," said Jim Nichols, Brand Communications, Volvo Car USA. "In football, a safety play can be a game changer. At Volvo, our safety innovations have changed the game for millions on the road."

For more information on the Volvo Safety Sunday sweepstakes, including official rules, regulations and how to enter, visit www.VolvoSafetySunday.com. Also, follow @VolvoCarUSA on Twitter, Facebook and Instagram and watch for the hashtag #VolvoSafety.
Volvo Car USA, LLC, (www.volvocars.com/us) is a subsidiary of Volvo Car Group of Gothenburg, Sweden. VCUSA provides marketing, sales, parts, service, technology and training support to Volvo automobile retailers in the United States. For more information please refer to the VCUSA media website at: http://www.media.volvocars.com/us.

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