Volvo Owners Endorse Crash Avoidance Technology in IIHS Report

ROCKLEIGH, N.J. (Dec. 20, 2012) - Not only do Volvo owners value their vehicles' advanced crash avoidance technology but, according to a survey by the Insurance Institute for Highway Safety (IIHS), most current owners would want crash avoidance technology on their next vehicle. Survey results were published today in IIHS's Status Report newsletter under the headline, "Volvo owners give thumbs-up to crash avoidance features."

IIHS interviewed 500 Volvo owners with vehicles that possess crash avoidance technology. Some own models that come with City Safety, Volvo's low-speed collision avoidance system (a standard feature), while other owners have models with the optional technology package, which comprises the industry's best portfolio of safety features - such as Collision Warning with Full Auto Brake, Lane Departure Warning, Distance Alert and Pedestrian Detection with Full Auto Brake - all for one price.

The owners' experiences also are backed by data from the Highway Loss Data Institute (HLDI), which found that "the rate of property damage liability claims for Volvos with standard City Safety is lower than for other vehicles in the same class."

"Safety is in our DNA and our commitment to safety is at the core of our values," said Adam Kopstein, safety and compliance manager at Volvo Cars of North America (VCNA). "These findings underscore how much our customers take comfort in knowing that our safety systems work as intended and protect them in real-life scenarios."

Among other highlights of the IIHS study:

- A majority of the 500 Volvo owners interviewed liked the crash avoidance features and credit the technology with keeping them safe and preventing crashes.
- HLDI also noted "lower claim frequencies with the optional technology package, which includes a higher-speed forward collision warning system with autonomous braking, adaptive cruise control, distance alert, lane departure warning and fatigue warning."

City Safety was first introduced on the on the all-new 2010 XC60 crossover, a Top Safety Pick from IIHS. The Volvo S60 sedan was the only European luxury vehicle to earn a top rating of "Good" in IIHS's small overlap frontal crash test. For the full report of the IIHS study, visit IIHS.org.

About Volvo

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