

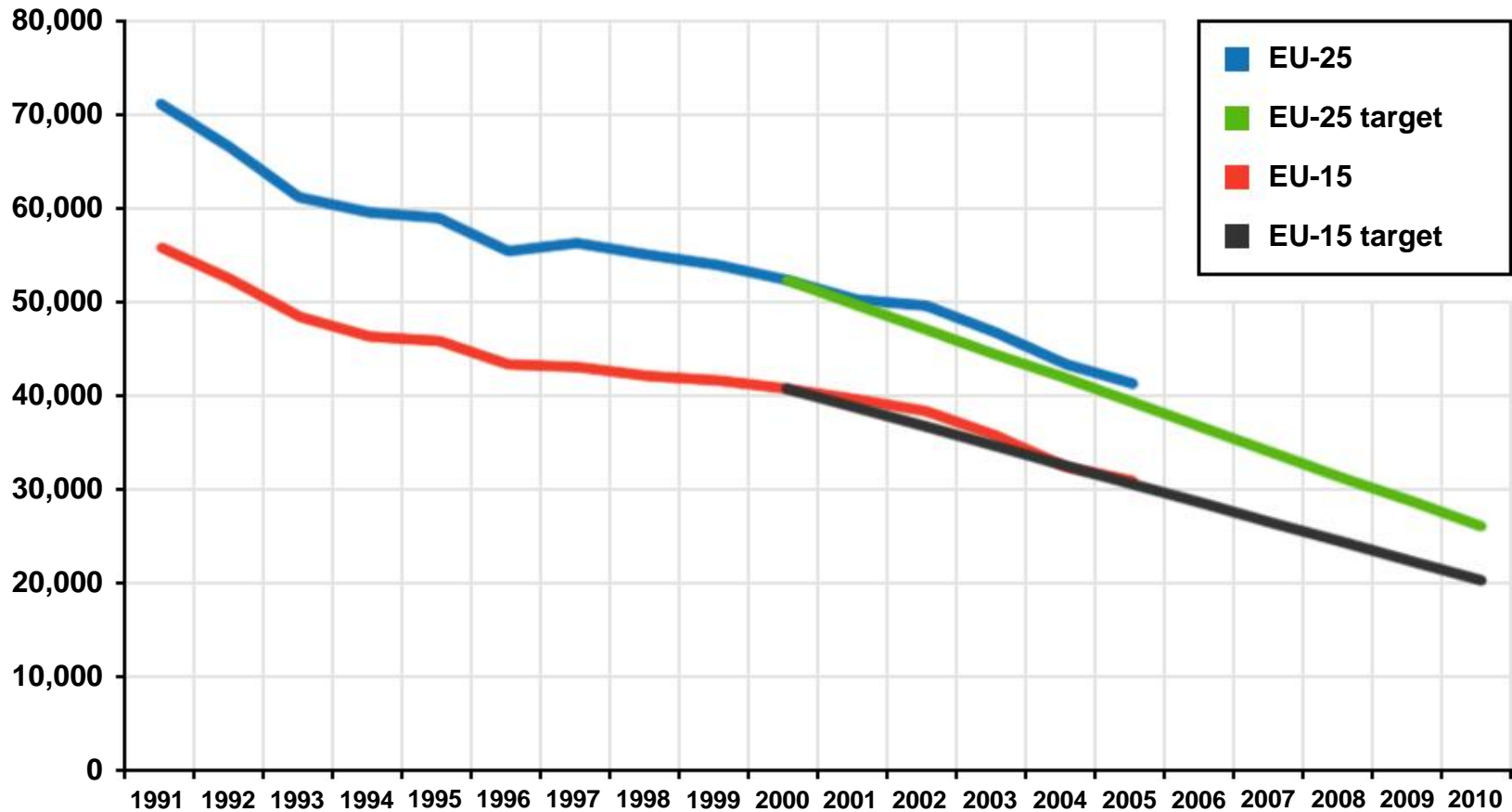


**Our strongest commitment**  
**Volvo Trucks on traffic safety**  
**Lennart Pilskog Director Public Affairs**

**Safe and Sober**  
**EC Representation in Swe**  
**26<sup>th</sup> October 2**

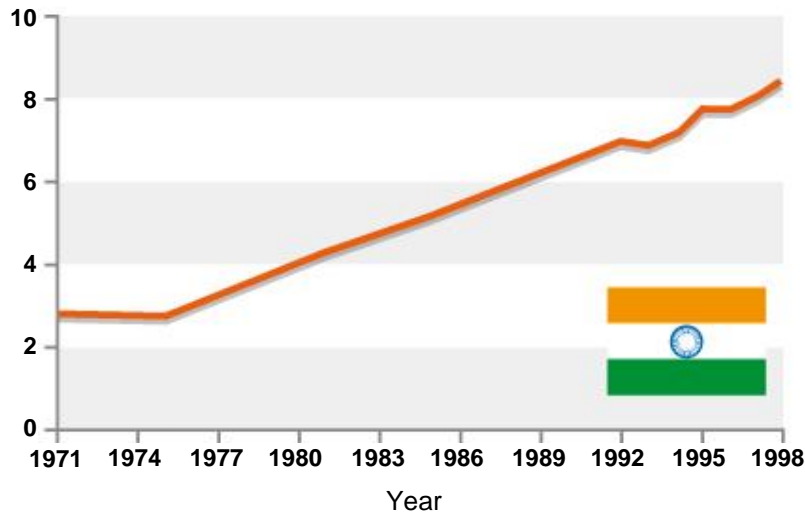
# Road fatalities in the EU

Decreasing – but still too high

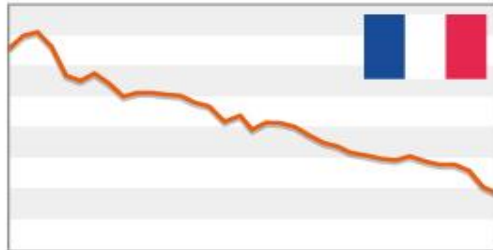
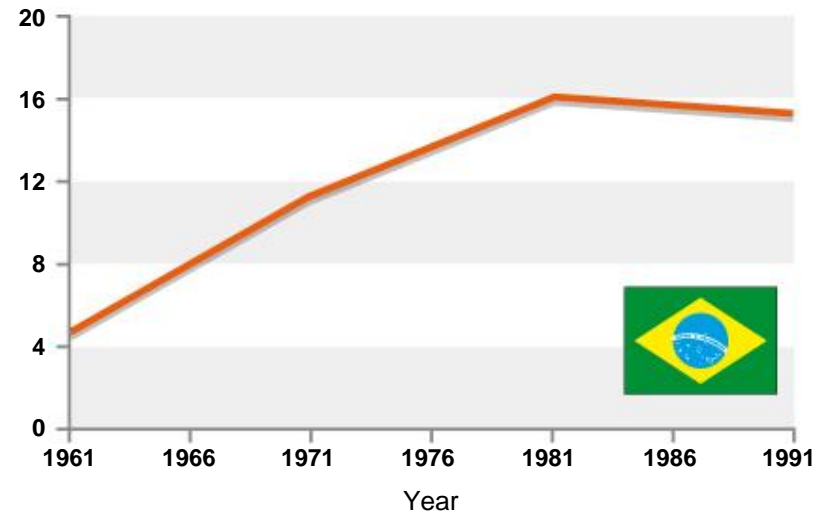


# Booming traffic – a ticking bomb

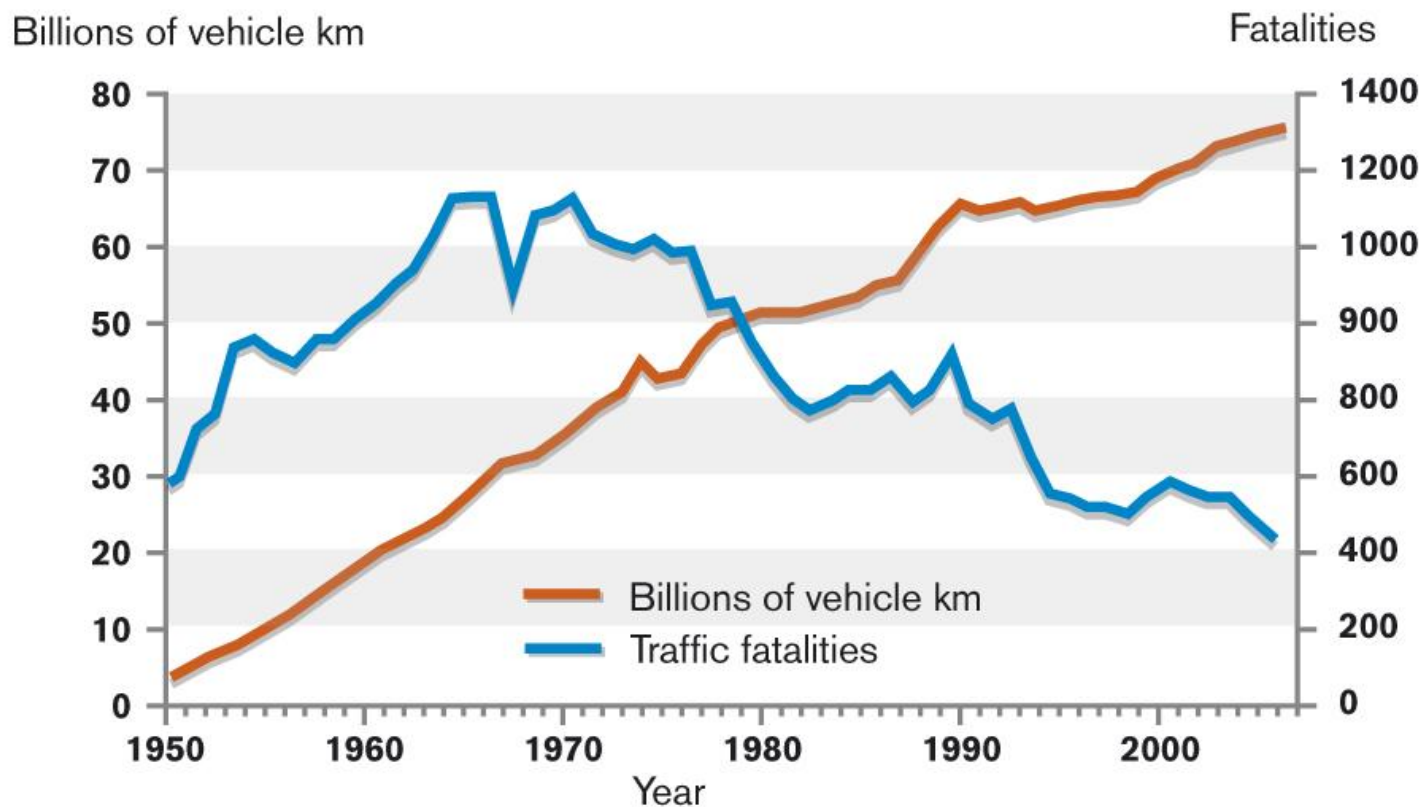
Hundreds of thousands of road deaths in India



Hundreds of thousands of road deaths in Brazil



# As good as an investment gets



*Figures from Sweden*

# Learning from accidents. Since 1969

We investigate

- Accident Research Team on standby
- Unique knowledge gathered
- Active international cooperation



# Causes of accidents

Any one or a combination of these categories:

Road environment



Driver-related



Vehicle-related



# Main factors affecting safety

- Rest before driving to stay alert
- No alcohol in combination with driving
- Follow the speed limits
- Use the seat belt



# 1/3 of fatal accidents are alcohol-related

- Over 40,000 people are killed in the EU annually.  
**That's like a major air crash every day!**
- Every third or fourth fatal accident can be linked to alcohol consumption.
- At least 10,000 people are killed in alcohol-related road accidents.
- Trucks are not over-represented, but accidents involving trucks are often severe





# Volvo Alcolock

A tool against road fatalities



# Volvo has accepted the challenge

2002:

Alcohol interlock available as an accessory

2005:

Factory-fitted interlock

2006:

Alcohol testers on ferries

2007:

Third generation introduced

2008:

Commercial introduction in many countries and a safe & sober campaign



# Volvo Alcolock

- A breath alcohol tester (BrAC)
- Integrated into the vehicle's systems
- Prevents an intoxicated person from driving
- The vehicle can only be started after an approved alcotest result
- Electro-chemical, fuel cell
  - Alcohol-specific and very accurate
  - Factory default setting 0,2 per mille
- The factory fitted alcolock is ADR-adapted



# How to use the alcohol interlock

- The driver must blow for 5 seconds to start the vehicle
- No need to test again after shorter stops
- No retests while driving
- Each test is logged and registered in the device
- Programmable for the individual needs of large operations



# Service

- Calibration every 12 months
- Service code for override function
- Volvo Action Service available



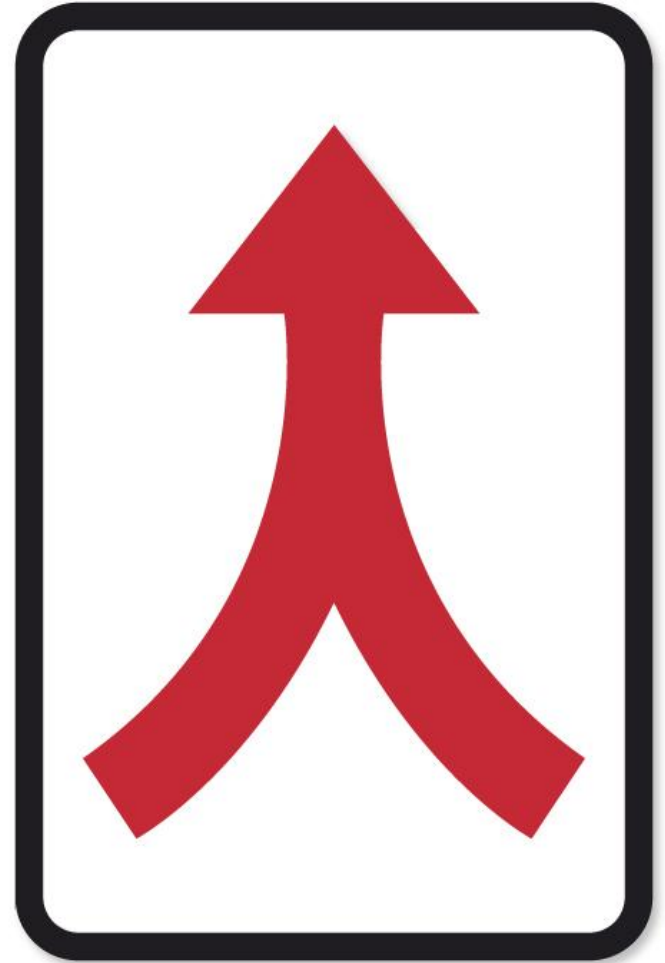
# Future trends

- Increased interest, awareness and demand
- Testing for other drugs
- Harmonised technical standards and legislation



# Results come from joint efforts

- Drowsiness – put focus on the issue
- Alcohol – change of attitude
- Speed – intensify monitoring
- Seat belt – 100% usage



# Thank you

