

# VOLVO CARS ROMANIA



**WE COME FROM SWEDEN**





**WE'RE KNOWN FOR BEING SWEDISH**



**AND WHEN YOU SAY SWEDISH, YOU THINK ABOUT...**



**4<sup>TH</sup> MOST REPUTABLE COUNTRY IN THE WORLD**



**3<sup>RD</sup> MOST CREATIVE COUNTRY IN THE WORLD**



**MOST SAFEST CAR MAKER IN THE WORLD**









# **OUR JOURNEY ON KEY INNOVATION**



# LONG TRADITION OF INNOVATIONS

1944: Laminated windscreen and safety cage  
1954: Defroster vents for windscreen  
1959: 3-point seat belt  
1966: Crumple zones  
1971: Reminder for safety belts  
1972: Rearward-facing child safety seat  
1977: Lambda sensor  
1978: Child safety booster cushion  
1991: SIPS – Side Impact Protection System  
1997: ROPS – Rollover Protection Structure

1998: IC – Inflatable Curtain  
1998: WHIPS – Whiplash Protection System  
2006: Collision warning with brake support  
2007: Driver Alert  
2009: City Safety  
2010: Pedestrian Detection with autobrake  
2013: Cyclist Detection with autobrake  
2014: In-car delivery  
2014: Pilot Assist  
2014: Cross-traffic Alert

2014: Run-off Road Protection  
2015: Large Animal Detection  
2015: Excellence Child Seat Concept  
2015: Slippery Road Alert  
2015: Pilot Assist  
2016: Volvo Cars digital key  
2017: Lane-keeping-assist  
with automated steering

# 1959 – WORLD'S FIRST THREE-POINT SEAT BELT



In 1959, Volvo became the first carmaker in the world to fit three-point seat belts in a mass-produced model – and the company's cars have been in the front rank of safety ever since.

Nils Bohlin, demonstrated that seat belts could be as effective in cars as in aircraft. It is impossible today to estimate how many million human lives have been saved by his brainchild.





**Ewy Rosqvist-von Korff**

# SARACAKIS & CALOMIROU S A



Distributors for Greece  
of the Volvo Group - Sweden:

A/S VOLVO - GÖTEBORG,  
BUS & TRUCK CHASSIS, CARS, DIESEL ENGINES.  
A/S BOLINDER - MUNKTELL - ESKILSTUNA,  
TRACTORS, GRADERS, INDUSTRIAL & MARINE ENGINES.  
A/S PENTA - GÖTEBORG,  
INDUSTRIAL & MARINE ENGINES.

*Commercial and Industrial Company*

ATHENS, GREECE

43, THIRD SEPTEMBER ST.

CABLE ADDRESS:  
SARACAL - ATHENS

TELEPHONES:  
811.041, 811.042, 811.043, 811.044

ATHENS, 19th April, 1960.

Mrs. Ewy Rosqvist,  
c/o A.B. Volvo,  
Gothenburg 1,  
Sweden.

Home address:  
Box 106,  
Skurup,  
Sweden.

Dear Mrs. Rosqvist:

I was really delighted to receive  
confirmation from Volvo to the effect that you will  
participate in 1960 Acropolis Rallye.

This is a wonderful piece of news  
and I shall be very pleased indeed to see you coming.

Kindly do drop me a line to let me  
know your starting point and the expected date of your  
arrival here so that I can make the necessary arrangements  
for any hotel accommodation that you may require.

I shall very much look forward to seeing  
you soon and to offer any assistance that you may need  
during your stay here.

Best of luck and kindest regards,

Yours sincerely,

(Frank J. Saracakis)

FS/CZ/-



# 1960 – EUROPEAN RALLY CHAMPIONSHIP



Ewy Rosqvist won **twice** the ladies' class in the European Rally Championship in 1960 and 1961.

## Volvo years



Ewy began competing with Volvo in 1958

Article from a Swedish newspaper

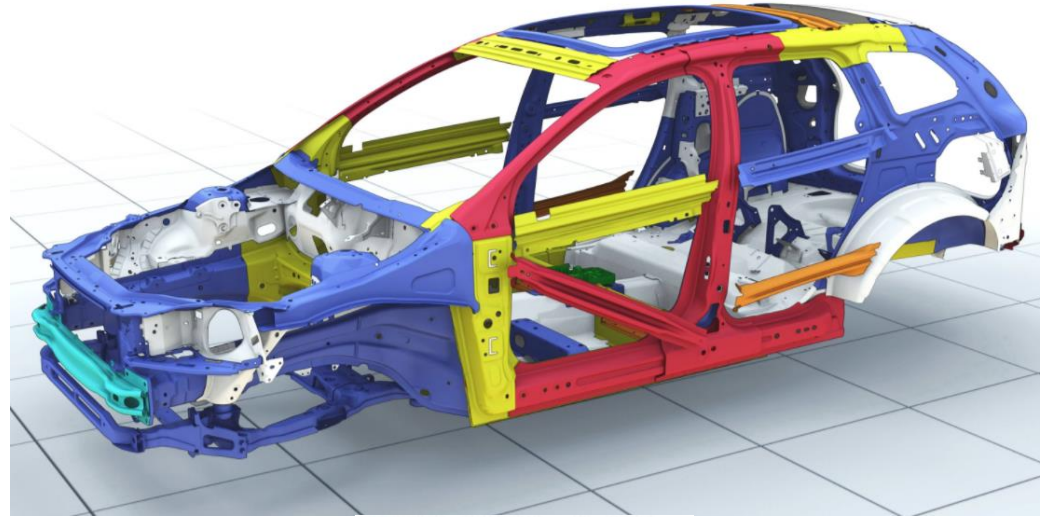
"Swedish Automobile Sports and Swedish industry has an unusually excellent ambassador in the blonde Ewy Rosqvist. She is Europe's most skilled female rally driver, she is frapping and she has won her success with the Swedish Volvo car."

Photo from Midnight Sun Rally.



# 1966 - CRUMPLE ZONES

The crumple zone is a structural feature mainly used in automobiles and recently incorporated into railcars. Crumple zones are designed to absorb the energy from the impact during a traffic collision by controlled deformation through Crumpling. This energy is much greater than is commonly realized.



- Ultra High Strength Steel
- Extra High Strength Steel
- Very High Strength Steel
- High Strength Steel
- Mild Steel / Forming grades
- Aluminium

# 1998 – THE INFLATABLE CURTAIN (IC)



World firsts included the inflatable curtain (IC), essentially an airbag to protect the occupants, both front and rear, in a lateral collision, and WHIPS, an anti-whiplash system used in the front seats to significantly reduce the risk of whiplash injury from rear-end impacts.



# 1977 - LAMBDA SENSOR



## 30 years of Volvo's revolutionary Lambda sensor

In 1976 Volvo Cars presented a world first in the environmental area – the three-way catalytic converter with Lambda sensor for exhaust emission control. Today, 30 years later, virtually all petrol-engined cars built around the world are fitted with this ingenious and environment-saving component. Just as indispensable for the environment as the three-point seat belt, another Volvo innovation, is for safety.

"The most significant breakthrough ever made in the control of vehicle exhaust emissions". So said Tom Quinn, chairman of the California Air Resources Board (CARB), when the 1977 model of the Volvo 244 equipped with a Lambda sensor system was launched on the American market in the autumn of 1976, and his words remain true to this day.



The secret behind the elimination of 90 per cent of the harmful exhaust gases in Volvo cars already in 1976, the Lambda sensor.

## What Do Oxygen Sensors Do?



When a gasoline-powered engine burns gasoline there is oxygen present. Oxygen in an engine is the result of a number of factors including the air temperature, altitude, engine temperature, load on the engine, and barometric pressure. The ideal ratio for oxygen and gasoline is 14.7:1, which slightly varies depending on different types of gas. In the instance that there is less oxygen present fuel will remain after combustion, which is referred to as a rich mixture. On the other hand, if there is more oxygen present it is referred to as a lean mixture. Both the rich and lean mixtures are bad for your car, as well as for the environment. A rich mixture results in fuel that is not burned that creates pollution. A lean mixture generates nitrogen-oxide pollutants, which can lead to decreased vehicle performance and engine damage. Oxygen sensors are positioned near points in the exhaust system so to determine if there are rich or lean mixtures in your car. Typically, an O2 sensor creates a voltage due to a chemical reaction resulting from an off-balanced gasoline to oxygen ratio. Most car engines can determine how much fuel to expend into the engine based on the voltage of the O2 sensor. If your oxygen sensor fails to function properly, your engine management computer cannot determine the air to fuel ratio. Therefore, the engine is forced to guess how much gasoline to use, resulting in a polluted engine and a poorly functioning vehicle.





# 2015 - VOLVO CARS EXCELLENCE CHILD SEAT CONCEPT



This child seat concept by Volvo Cars has completely re-imagined how children could travel safely in cars of the future. Shown in the XC90 Excellence, this concept is innovatively designed to make it easier to get the child in and out of the seat without compromising comfort. It also provides a safe rear-facing seating position that brings parent and child closer together, and includes smart storage for vital child accessories.





# 27 INNOVATIONS AND STILL COUNTING

1944: Laminated windscreen and safety cage  
1954: Defroster vents for windscreen  
1959: 3-point seat belt  
1966: Crumple zones  
1971: Reminder for safety belts  
1972: Rearward-facing child safety seat  
1977: Lambda sensor  
1978: Child safety booster cushion  
1991: SIPS – Side Impact Protection System  
1997: ROPS – Rollover Protection Structure

1998: IC – Inflatable Curtain  
1998: WHIPS – Whiplash Protection System  
2006: Collision warning with brake support  
2007: Driver Alert  
2009: City Safety  
2010: Pedestrian Detection with autobrake  
2013: Cyclist Detection with autobrake  
2014: In-car delivery  
2014: Pilot Assist  
2014: Cross-traffic Alert

2014: Run-off Road Protection  
2015: Large Animal Detection  
2015: Excellence Child Seat Concept  
2015: Slippery Road Alert  
2015: Pilot Assist  
2016: Volvo Cars digital key  
2017: Lane-keeping-assist  
with automated steering



**WE INNOVATE TO MAKE PEOPLE'S LIVES BETTER AND  
LESS COMPLICATED.**



**SO, HOW WE GET THESE IDEAS?**



# VOLVO AUTONOMOUS DRIVE CARS

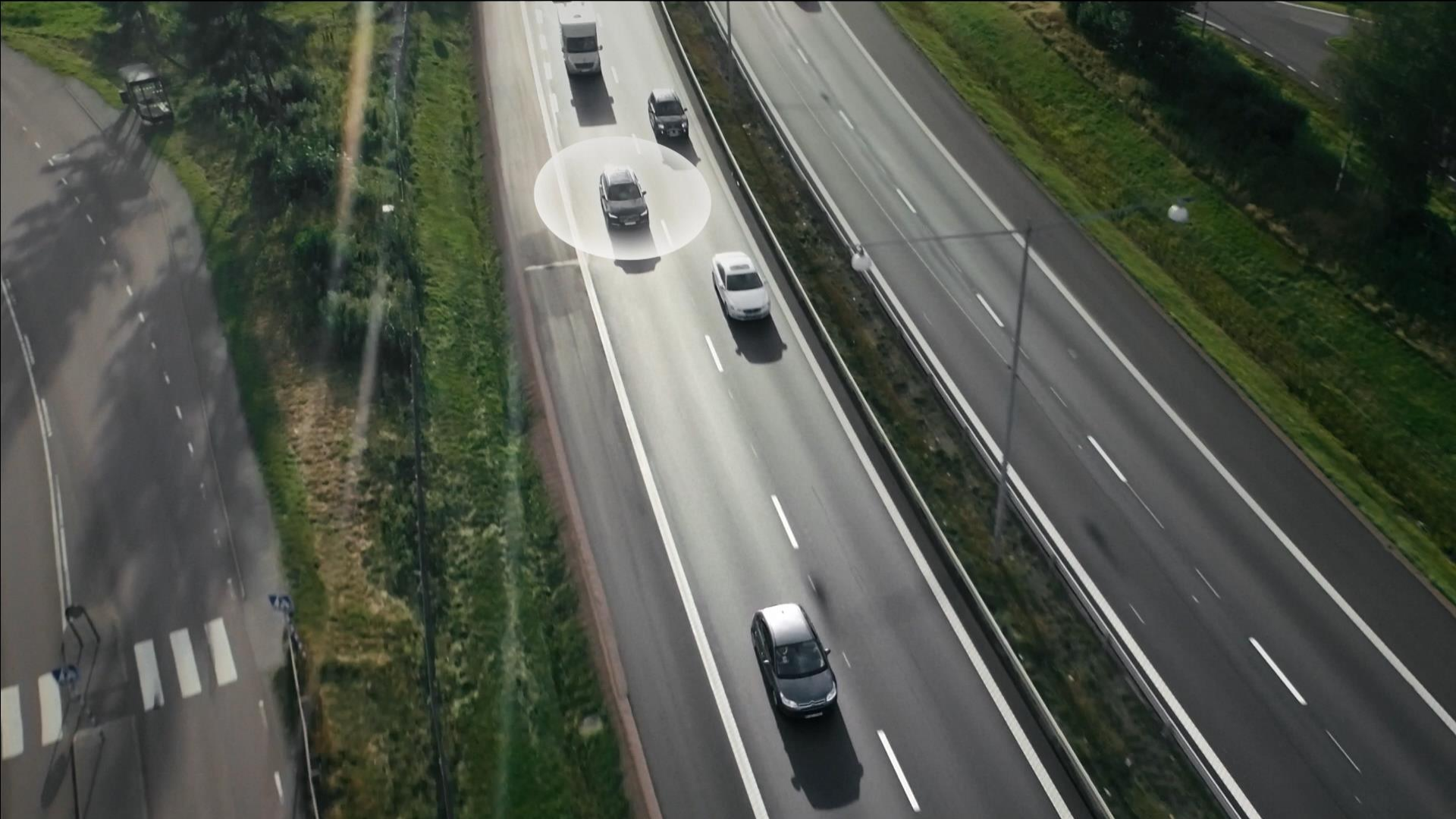


Volvo Cars has already started developing its autonomous drive cars with help from Swedish families who will test its cars on the public roads of Gothenburg and feed back their impressions to Volvo Cars engineers.

The first two families, the Hains and the Simonovskis from the Gothenburg area, have now received the Volvo XC90 premium SUVs with which they will support the Drive Me project. Three more families will follow early next year and over the next four years, up to 100 people will be involved in Drive Me.

Both families will contribute to Drive Me with invaluable data by allowing engineers at the company to monitor their everyday use and interaction with the car, as they drive to work, bring the kids to school or go shopping for groceries.

Volvo Cars plans to have a fully autonomous car commercially available by 2021 and the data derived from Drive Me will play a crucial role in the development of these autonomous cars.



# HOW SPACE IS CREATED



DESIGNED AROUND YOU

We understand you

We protect what's  
important to you

We make you  
feel special





**SO, TO SUM UP:**

**HUMAN-CENTRIC  
INOVATIVE  
SWEDISH**

# HUMAN CENTRIC – SINCE 1927



"Cars are driven by people. The guiding principle behind everything we make at Volvo, therefore is – and must remain – safety."

Assar Gabrielsson & Gustaf Larson,  
the founders of Volvo





# THIS IS HOW WE REINFORCE OUR PURPOSE



Our vision is that no one should be seriously injured or killed in a new Volvo car by 2020

Our vision is to have a fully autonomous car commercially available by 2021.

Our vision to provide 1 week quality time per year through a new Volvo car by 2025

Our commitment to have put 1 million electrified vehicles on the roads by 2025



# DESIGNED AROUND YOU



Everything we do starts with people. We understand people. We protect what's important to them and want to make them feel special. We take pride in our role within society and recognize our commitment towards the environment. We innovate to make people's lives better and less complicated. Our human-centric focus is what makes us different from all other car companies. And, it is at the heart of everything we create.

This is why Volvo Cars are Designed Around You.



**AND THERE IS MORE INNOVATION**

# VOLVO OCEAN RACE



The Volvo Ocean Race is one of the toughest challenges in the sport of sailing. Now, in one of the greatest adventures on Earth - a sailboat race around the world - women are playing a major role.

No other event tests people and equipment more extremely or requires such a combination of individual skill, team work, engineering excellence, technological capability and pure guts.

These are qualities that Volvo Cars shares with the race and that is why we acquired the competition in 1997, linking our own tradition of engineering prowess, design and team work to the world's most arduous and venerated sailing race. This year's race will focus on sustainability and outline the need to improve the health of our seas.







Even if you're on the right track,  
you'll get run over if you just sit  
there.

— *Will Rogers* —



Iulia Paraschiva

Fleet Manager  
Local Strategic Account Management

M +40-729-332.107  
[iulia.paraschiva@eit.ro](mailto:iulia.paraschiva@eit.ro)

Volvo Car Importer  
Sos. Bucuresti-Ploiesti 165-169, S1  
013686, Bucharest, Romania  
[www.volvocars.ro](http://www.volvocars.ro)