

# Volvo Alcolock

A tool against road deaths



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# Learning from accidents: since 1969

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





# In the hands of the human factor

10%



Vehicle-related

30%



Road environment

90%



Driver-related

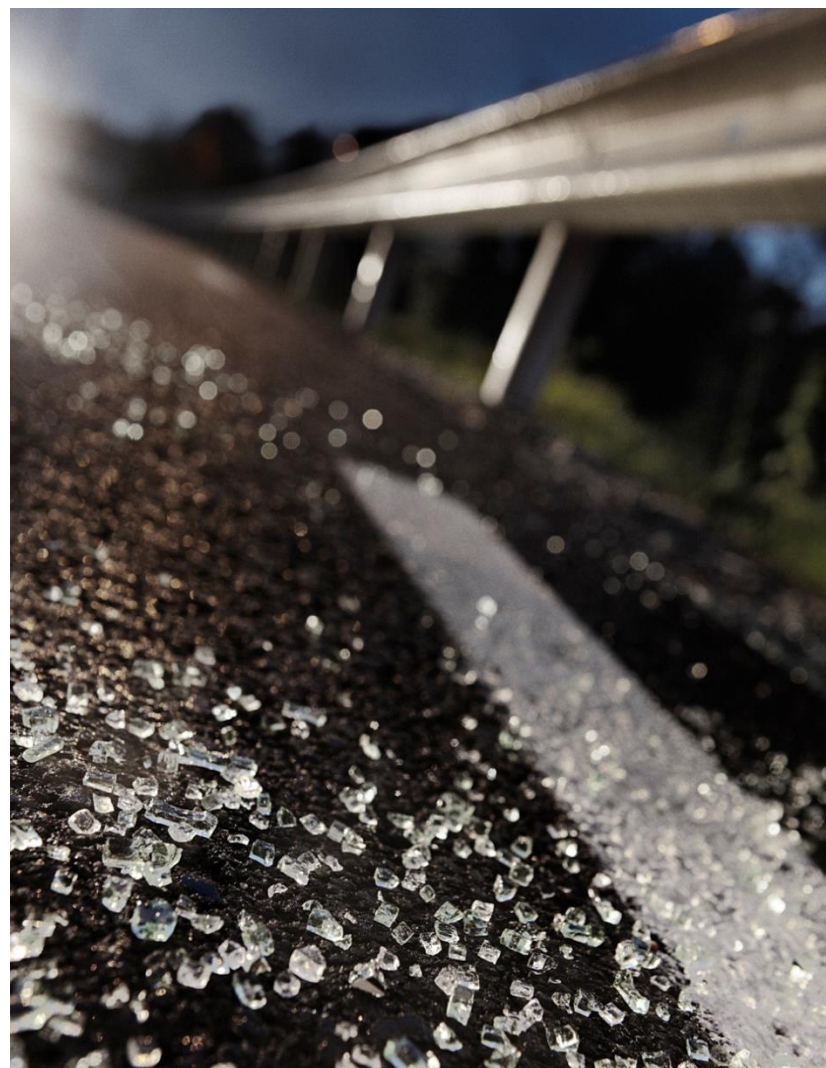
# Four areas, one focus

- Alertness
- Alcohol
- Speed
- Seat belt use



# 1/3 of fatal accidents are alcohol-related

- Over 25,000 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.
- Around 6,000 people are killed in alcohol-related road accidents.
- Trucks are not over-represented, but accidents involving trucks are often severe





# 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 several countries

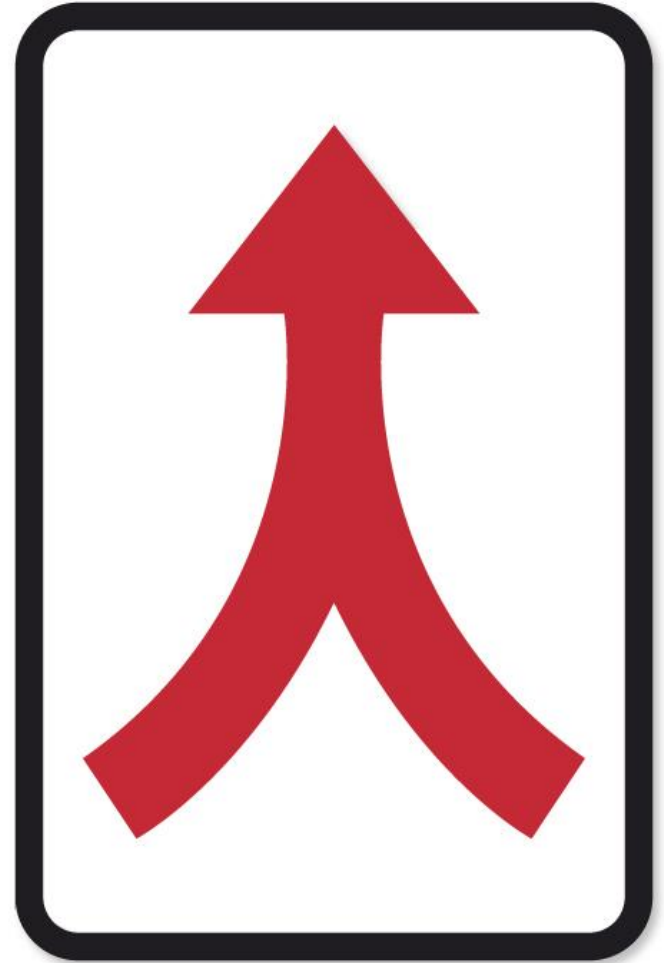
2013:

Continued ETSC safe & sober campaign



# Results come from joint efforts

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



# Thank you

