

# A Swedish investigation shows: 61% less risk of a fatal accident in a Volvo.

Throughout 1973, 569 motor vehicles in Sweden were involved in accidents which had fatal consequences for 644 persons - either drivers or passengers.

All kinds of cars were involved, for Sweden is one of the countries in the world in which the greatest number of car makes are sold.

The accident research department at Volvo, Gothenburg, has now investigated each of these serious accidents in order to evaluate car safety in actual traffic situations. And in order to obtain a realistic basis for future car engineering.

The research department worked closely with the Swedish authorities on accident statistics on this investigation - and used impartial statistical information.

## Fewer fatal accidents in Volvos.

Based on their market share plus the fact that the Volvo 140-series and 164 are driven 15 % more than the average car in Sweden, Volvos were expected to have been involved in 74 of the total number of fatal accidents.





But in reality, the investigation showed that they were only involved in 29 of them (39% of the expected number)!

## Volvos proven to be at least 70% safer in actual head-on collisions.

The Volvo research group also investigated the various types of accidents and analysed the actual Volvo safety in each situation.

Generally, head-on collisions (with a motor vehicle, truck, bus, tree, street sign etc.) were the most common.

The conclusion from this part of the analysis revealed that the Volvo

Actual accident safety of the Volvo 140-series and 164 compared with the expected safety.	Actual number of fatal accidents	Expected number of fatal accidents
Collisions with vehicles moving in the same direction 	1	3
Collisions with vehicles moving in the opposite direction 	10	31
Collision with vehicles from either side 	7	11
Single accident 	11	29
<b>Total</b>	<b>29</b>	<b>74</b>

140-series and 164 only had 29% of the total number of expected Volvo fatalities!

## 82 % survival level in a Volvo.

It was also ascertained by the investigation that built-in Volvo safety really works when it comes to collisions with other passenger cars - collisions with fatal results.

Only 18 % of the total number of Volvos that were involved in such

accidents had fatalities (a degree of survival therefore of 82 %).

The second best car, of comparative size, had a survival degree of 69 %. The average survival rating for all other car makes with a representation of more than 100,000 registered vehicles was only 34%.

## Yet, the new Volvos have been proven even safer.

The Volvos involved in the Swedish investigation were the previous 140-series and the 164.

But Volvo have tested their new 240-series in the safety laboratory.

The new Volvos have been tried in head-on collisions into concrete barriers at 40 mph.

The results of all the tests show that occupant protection in the new Volvos is vastly superior even to that of the 140-series.

In equivalent comparison tests, the collision effects on the occupants are reduced by more than 20 % in the new Volvos!

*Now don't you think that's worth considering when you're choosing a new car for yourself and your family?*



# VOLVO

We can prove what we say.