

zForce DRIVE™ is awarded the Red Dot Design Award

(Stockholm, Sweden, August 18, 2015) — zForce DRIVE™ - the cooperation between Autoliv, Inc. (NYSE: ALV and SSE: ALIVsdb), and Neonode Inc. (NASDAQ: NEON) has been awarded the prestigious Red Dot Design award.

zForce DRIVE™, the ground breaking gesture and touch enabled steering wheel focuses on safety and usability in the future high tech car, and is aimed at giving the driver an unsurpassed driving experience – with minimal driver distraction.

“We are very proud to receive this award as a recognition of the innovative force of Neonode and the cooperation with Autoliv that brings us world leading knowledge in automotive safety and quality”, says Thomas Eriksson – CEO at Neonode.

Autoliv, with the vision of “Saving More Lives”, sees this recognition from Red Dot as yet another example of how saving lives is both a high tech and creative business, as well as a lucrative consumer market.

“Consumers of today and tomorrow increasingly request both safety and excitement when looking at automotive content. The zForce drive cooperation is a perfect merger of both these aspects, and we are all very proud of this recognition from Red Dot and of our cooperation with Neonode”, finishes Johan Löfvenholm – Group Vice President Product & Process Development at Autoliv.

The concept is presented at the 66th annual IAA Cars show in Frankfurt, September 17-27 (hall 3.1, Booth B41).

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About Autoliv

Autoliv, Inc., the worldwide leader in automotive safety systems, develops and manufactures automotive safety systems for all major automotive manufacturers in the world. Together with its joint ventures, Autoliv has more than 80 facilities with more than 60,000 employees in 28 countries. In addition, the Company has ten technical centers in nine countries around the world, with 20 test tracks, more than any other automotive safety supplier. Sales in 2014 amounted to US \$9.2 billion. The Company's shares are listed on the New York Stock Exchange (NYSE: ALV) and its Swedish Depository Receipts on the OMX Nordic Exchange in Stockholm (ALIV sdb). For more information about Autoliv, please visit our company website at www.autoliv.com.

About Neonode

Neonode Inc. (NASDAQ:NEON) develops and licenses the next generation of MultiSensing® touch technologies, allowing companies to differentiate themselves by making high performing touch and proximity sensing solutions at a competitive cost. Neonode is at the forefront of providing unparalleled user experiences that offer significant advantages for OEM's. This includes state-of-the-art technology features such as low latency pen or brush sensing with high speed scanning, proximity-, pressure-, and depth sensing capabilities and object-size measuring on any surface.

Neonode's patented MultiSensing touch technology is developed for a wide range of devices like wearable's, notebooks, all-in-one computers, monitors, mobile phones, tablets and e-readers, toys and gaming consoles, printers and office equipment and automotive systems. NEONODE, the NEONODE Logo, ZFORCE and MULTISENSING are trademarks of Neonode Inc. registered in the United States and other countries. ZFORCE CORE, ZFORCE PLUS and ZFORCE DRIVE are trademarks of Neonode Inc. All other trademarks are the property of their respective owners. For more information please visit www.neonode.com www.neonode.com

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