

## Global NCAP recommends mandatory Electronic Stability Control for all new cars sold in Brazil

**(Brasilia, Brazil, November 17<sup>th</sup>, 2015) – – Autoliv, Inc. (NYSE: ALV and SSE: ALIVsdb), the worldwide leader in automotive safety systems, today together with Global NCAP and fellow #STOPTHECRASH partners, recommends mandatory Electronic Stability Control for all new cars sold in Brazil.**

"We are quite positive towards the future of global traffic safety development. In order to save more lives, we must all join forces to secure a safe global traffic environment." comments Johan Löfvenholm, Group V.P. of Product and Process Development at Autoliv.

The 2<sup>nd</sup> Global High-Level Conference on Road Safety, hosted by the Government of Brazil and supported by the WHO on Nov 17-18 in Brasilia, Brazil, will be a milestone for road safety. For only the second time in history, government ministers and their partners in key decision-making roles from nearly every country of the world will convene to address road safety.

The UN's Global Goal #3.7 also highlights the main issue on a global level, stating: "*By 2020, halve the number of global deaths and injuries from road traffic accidents*".

"Together at Autoliv, we are proud ambassadors of the Stop The Crash cause and at Autoliv we all approach our work with the creed of Saving more lives", adds Mr. Löfvenholm.

Please see joint statement from the #STOPTHECRASH Partnership below.

### **Inquiries:**

Thomas Jönsson, Group Vice President Communications.

Tel +46 (0)8 58 72 06 27

*See fact sheet about Global NCAP recommendation on next page.*



## **Global NCAP recommends mandatory Electronic Stability Control for all new cars sold in Brazil**

At the launch event of the new Stop the Crash Partnership in Brasilia today (17), Global NCAP has encouraged the Brazilian government to make the life-saving anti-skid system electronic stability control (ESC) mandatory for all new cars. In 2014 Brazil made anti-lock brakes (ABS) a standard fitment and Global NCAP believes that a similar requirement should now be made for ESC.

ESC is widely considered to be the most important car safety development since the seat belt. In the United States, where ESC became mandatory from 2012, it's estimated that already more than 6,000 lives have been saved by this crash avoidance technology.

In addition to the USA, ESC is now mandatory in Australia, Canada, the European Union, Israel, Japan, New Zealand, Russia, South Korea, Turkey and will soon also be in Argentina.

In their recent Global Status Report on Road Safety the World Health Organization (WHO) expressed their concern that global car manufacturers who are required to fit ESC in high-income countries "*can sell the same model to markets without this life saving technology if the country does not apply the ESC regulation*".

To avoid de-specification of safety technologies the WHO says ESC "should be mandatory in all vehicles". Noting that the system is also effective in commercial vehicles (such as trucks, coaches and mini-buses) the WHO comments that "*there is enormous life-saving potential for this technology across the world's entire vehicle fleet that has yet to be tapped globally.*"

New research commissioned by Global NCAP has revealed that 34,000 Brazilian lives could be saved and 350,000 serious injuries prevented by 2030, if UN vehicle safety regulations including ESC were adopted in national legislation.

David Ward, Secretary General of Global NCAP and Chairman of the Stop the Crash Partnership, said, "ESC is a vital life-saving technology which can prevent crashes altogether rather than just protecting people when one occurs.

"Our latest research shows that hundreds of thousands of deaths and serious injuries could be prevented in Brazil if ESC and a package of other UN regulations were introduced. This is why Global NCAP recommends that the Brazilian government build on their 2014 decision to mandate ABS and do the same now for ESC."

### **Editor's Note:**

Led by Global NCAP, the **#STOPTHECRASH** Partnership includes the ADAC, Autoliv, Bosch, Continental, Denso, Thatcham, ZF-TRW, and the Toward Zero Foundation.

All are united in their shared commitment to promote advanced vehicle safety technologies in support of the UN's Global Goals and the Decade of Action for Road Safety.

**#STOPTHECRASH** will host a live demonstration of the key crash avoidance systems for delegates and media attending the **2nd Global High Level Conference on Road Safety** hosted by the Brazilian government on November 17 in Brasilia.

For more information visit the campaign web site [www.stopthecrash.org](http://www.stopthecrash.org)

For regular campaign updates follow and share on the campaign twitter feed [@stopthecrash](https://twitter.com/stopthecrash)

## 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 21 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](http://www.autoliv.com).*

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