



Pers informatie

Quality award to the technology behind the Van Damme stunt

The advanced Volvo Dynamic Steering system made it possible for Jean-Claude Van Damme to carry out the daring stunt shown in Volvo Trucks' resounding YouTube success. Now the new technology has won an award for the 2013 quality innovation of the year.

The film 'The Epic Split' in which Jean-Claude van Damme performs a split between two Volvo FM trucks reversing in the sunrise has been seen more than 67 million times on YouTube. Now the technology behind the stunt has received the Quality Innovation of the Year 2013 award. This prize is awarded every year by SIQ, the Swedish Institute for Quality, and the aim is to stimulate the development of high-quality innovations.

For a better and safer driver's environment

"Volvo Dynamic Steering is an excellent example of an invention developed to meet both commercial needs and user wishes. The new technology offers the driver better manoeuvrability and an improved working environment," says Associate Professor Matti Kaulio of the Department of Industrial Economics at KTH, the Royal Institute of Technology, who formulated the jury's decision.

"Proof that we are on the right track"

Volvo Trucks is delighted and proud to receive the award, seeing it as proof that the company is moving in the right direction.

"It is very gratifying to receive this award; I had a feeling we might be in the running, so it was great to receive that phone call. It is proof that we are focusing on the right things and it gives us added incentive to continue to develop properties that lead to a better driver's environment in our trucks," says Hayder Wokil, Quality Director at Volvo Trucks.

Volvo Dynamic Steering is part of Volvo Trucks' over-riding drive to be the industry leader in driver environment and safety. By minimising vibration in the steering wheel and automatically compensating for irregularities in the road surface, Volvo Dynamic



Steering considerably aids the driver's job behind the wheel.

Thanks to the new technology it is also possible to reverse a heavily loaded truck with immense precision, a property that not only makes it possible to perform remarkable stunts but also makes it easier to manoeuvre large commercial vehicles in congested spots.

The awards ceremony for the winner of the 2013 Quality Innovation of the Year is being held today at Moderna Museet in Stockholm. Behind the award are a number of quality-promoting foundations in Sweden, Finland, Estonia, Latvia, the Czech Republic and Hungary.

Volvo Trucks' YouTube channel has several films about VDS:

Demonstration of VDS: <http://www.youtube.com/watch?v=clv7emcs84Y>

The Epic Split:

<http://www.youtube.com/watch?v=M7FIvfx5J10&list=PLKFJ3tQvdojTHq0Zw0PUYtDTjGqi93bPe>

The Hamster Stunt:

<http://www.youtube.com/watch?v=7N87uxyDQT0&list=PLKFJ3tQvdojTHq0Zw0PUYtDTjGqi93bPe&index=5>

More information about SIQ, the Swedish Institute for Quality: <http://www.siq.se/>

Voor meer informatie kunt u contact opnemen met:

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Video's met uitzendkwaliteit die een aanvulling vormen op dit persbericht, vindt u op

<http://www.thenewsmarket.com/volvotrucks>

Fotomateriaal en films voor de pers zijn beschikbaar via de foto- en filmgalerij voor Volvo Trucks op
<http://images.volvotrucks.com>

Volvo Trucks levert een totaalpakket van transportoplossingen voor professionele en zakelijke klanten. Het bedrijf biedt een volledig assortiment van zware tot middelzware trucks en heeft een sterk internationaal netwerk van 2300 servicepunten in meer dan 140 landen. Volvo-trucks worden in meer dan 16 landen geassembleerd. In 2012 leverde Volvo wereldwijd meer dan 105.000 trucks af. Volvo Trucks maakt deel uit van de Volvo Group, een van 's werelds vooraanstaande fabrikanten van trucks, bussen, uitrusting voor de bouw en aandrijfsystemen voor scheepvaart en industriële toepassingen. De Volvo Group levert bovendien complete oplossingen op het gebied van financieringen en service. Het werk van Volvo is gebaseerd op de kernwaarden kwaliteit, veiligheid en zorg voor het milieu.