

Commercial program – Volvo Cars Alcolock strategy

John-Fredrik Grönvall

Manager Traffic Accident Research, Volvo Cars Safety Centre



Four generations

Gen I: Third party alcolocks, Quality assurance and cable assesories

Gen II: Worlds first vehicle integrated alcolock: Volvo Alcoguard

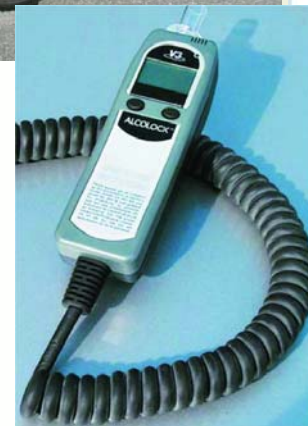
Gen III: Contact free measurement of alcohol, without mouthpiece

Gen IV: Fully implemented technology to support Volvo Cars Vision 2020



Gen I: Third party alcolocks; Quality assurance and cables

- Field tests since 2002
- Available at dealer

A screenshot of a Volvo Car Corporation website form. The form is titled "VOLVO, LINC 301" and contains several questions in Swedish regarding the use of the ALCOLOCK device. The questions are: "Är du tillfredsställd med ALCOLOCK?", "Är du tillfredsställd med ALCOLOCK-kabeln?", "Är du tillfredsställd med ALCOLOCK-kabelns kvalitet?", and "Är du tillfredsställd med ALCOLOCK-kabelns funktion?". Each question has radio button options for "Ja" (Yes) and "Nej" (No). There is also a section for "Din gamla tanka yttre kommentarer om ALCOLOCK:" with a text input field and a "Skicka" button.

Gen II:

Worlds first vehicle integrated alcolock: Volvo Alcotrack



- Comfortable for driver, wireless
- Price-cut
- Fully integrated in vehicle electronics
- Available at dealers in Sweden, since May 2008
- Field test co-funded by Swedish Road administration

“With the Volvo approach we give the driver a safety choice already when starting the trip. With the Alcotrack customer interface we will influence the driving behavior and attitude to more of a safe driving and at same time contributing to both private and common good in society”



Volvo Cars Alcoguard



Gen III: Contact free measurement of alcohol, without mouthpiece



- R&D project, KAIA
- Comfortable for driver, without mouthpiece
- Integrated in vehicle
- Fast response time, accurate
- 4-6 years

Gen IV:

Fully implemented technology to support Volvo Cars Vision 2020

- Vision that the systems will support ALL drivers in ALL situations i ALL new Volvo Cars at 2020

“Our vision of the future Volvo, addresses driving sequence from normal driving to crash. The Volvo Alcoquad strongly contributes to the Volvo Safety goal 2020; Our aim is that by 2020 no one will be killed or injured in a Volvo Car”

