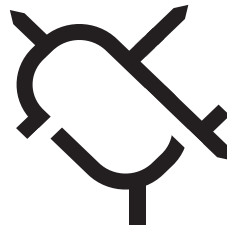




GLOBALLY
132.3
MILLION
BICYCLES
WERE SOLD
IN 2013



50 percent

of all cyclists killed
in traffic have collided
with a car



726 CYCLISTS WERE KILLED IN THE US IN 2012 - A **6% INCREASE** COMPARED TO 2011



BEIJING GOVERNMENT HOPES **ONE QUARTER OF PEOPLE WOULD USE CYCLING TO COMMUTE** IN 2015



SERIOUS INJURIES FOR CYCLISTS IN THE UK WERE **31% HIGHER IN 2013** THAN IN 2009



4,533 CYCLISTS INJURED IN BERLIN IN 2012



IN GOTHENBURG, THE NUMBER OF CYCLISTS **INCREASED BY 30%** IN 2013

VOLVO CONNECTS BICYCLISTS AND THE CAR

MOUNTED WARNING LIGHTS ON HELMET

HEAD UP DISPLAY PROXIMITY ALERT

SEND TO AND LOCATE POSITIONS WITH CLOUD

