

## Autoliv showcases latest active safety solutions at world's largest consumer electronics show

(Stockholm, Sweden, December 30, 2015) – – – Autoliv, Inc. (NYSE: ALV and SSE: ALIVsdb), the worldwide leader in automotive safety systems, is for the first time participating in the annual *International Consumer Electronics Show* (CES) in Las Vegas. CES runs January 6th through 9th.

"Today's average technology consumers spend large portions of their average day in traffic. We want to signal to neighboring tech sectors that the future in automotive safety lies in different parties coming together to further improve road safety for the future", says Jan Carlson, Chairman, President and CEO of Autoliv.

Autoliv's move into the CES arena is a reflection of the growth and interest in Active Safety as well as Autoliv's Real Life Safety focus – seeking to join forces with car manufacturers and other partners to proactively improve functionality and safety. Accordingly, at CES Autoliv will conduct real-life demonstrations of Active Safety applications.

"CES is a platform and a journey for facilitating cross-sector learning and in our industry, safety and quality is everything. At CES, we will showcase our engineering progresses, simulation methods and product testing methods by live demoing seven of our latest Real Life Safety-solutions out on the CES tarmac", comments Frank Melzer, head of Autoliv's Electronics division.

Autoliv's will showcase several active safety developments. Being "the eyes of autonomous driving", Active Safety progress is crucial for sector development both in today's vehicles as well as for all aspects of future self-driving vehicles – and in a broader sense, for any traffic situation where product safety meets real life situations.

In a development and testing phase, this in turn means both carefully and diligently testing products under real and harsh conditions, but also utilizing the top-tier software applications and a variety of both testing and research methods to further advance Real Life Safety development.

"Autoliv's vision is to save more lives, and through our Real Life Safety focus we make our vision reality," concludes Melzer.

### Real Life Safety solutions demoed at CES:

Among the demoed solutions is the 3rd generation **Night Vision** solution – the world's first ready system which can spot traffic hazards and living beings in complete darkness or fog.

During CES, Autoliv will also demo just how the leading **Stereo Vision** system and its unique 3D processing can be utilized to handle unknown objects and the unexpected situations sometimes occurring in real life traffic situations.

Another product showcased during CES will be the state-of-the-art **Automated Emergency Braking (AEB)** system based on only a Mono Vision camera, which will be demoed using several NCAP standard scenarios. This in order to reveal how the camera system can handle real-life situations, e.g. driver inattention-related hazards, thus showing Autoliv's competence in computer vision.

Autoliv will also demo other *Human Machine Interaction* safety technologies, e.g. using the **zForce Intuitive Steering Wheel** in combination with **GPS path following** technology, *Electronic Horizon*, to show how seamless transition between manual and automated driving can be handled in real life.

The CES audience will also get to see two radar system applications. The **Rear Cross Traffic Alert & Braking (RCTA+)**, which utilizes 77GHz radar technology integrating both warnings and AEB e.g. when backing out of a parking spot into cross-traffic, as well as the 25GHz **Radar Based AEB** system, already in production and awarded a 5 star rating by EuroNCAP.

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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 close to 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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