

Autoliv's Night Vision Selected For Cadillac's Truth + Dare Driving Experience

(Stockholm, Sweden, July 19, 2016) – – – Autoliv, Inc. (NYSE: ALV and SSE: ALIVsdb), the worldwide leader in automotive safety systems, is invited to showcase the company's Night Vision technology as part of Cadillac's Truth + Dare driving experience. The event will demonstrate Cadillac vehicles' luxurious features, agile drive dynamics, and cutting-edge technology. Participants will explore the benefits of Night Vision and its ability to alert drivers of pedestrians and animals in the path of the vehicle.

The first-ever Cadillac CT6 features the industry's most advanced Night Vision safety technology, developed exclusively by Autoliv. Night Vision uses an infrared camera mounted in the front grille of the vehicle that senses temperature differences, making objects on the road visible to the driver even through darkness, fog and smoke. Autoliv's custom algorithms detect animals and pedestrians in the path of the vehicle, and enables alerts to the driver through icons in the instrument cluster and head-up display. If the vehicle is in danger of a collision with a pedestrian or animal, a rapid beeping tone or pulsing of the safety alert seat is activated.

"We are thrilled to be a part of the Cadillac's Truth + Dare event," said Stuart Klapper, Autoliv Night Vision Managing Director. "This is a great opportunity for Autoliv to exhibit our Night Vision Active Safety technology to Cadillac's guests, and are honored that Cadillac has selected Night Vision to be presented amongst other cutting-edge technologies at this event."

The Truth + Dare driving experience launches in New York on July 14th, and will continue on to Houston, Dallas, Los Angeles, Chicago, and Miami.

Inquiries:

Thomas Jönsson, Group Vice President Communications. Tel +46 (0)8 58 72 06 27

Stuart Klapper, Managing Director, Autoliv Night Vision Tel +1 805 679-3203

About Cadillac Truth + Dare

Cadillac Truth + Dare is a nationwide, six city tour that highlights the duality of the Cadillac brand. With award-winning innovation and refinement, Cadillac is setting a new standard for excellence. Cadillac customers can discover the captivating design, performance and technology of Cadillac's entire product line—in one day, in one location—free of any commitment. The Cadillac Truth + Dare offers a range of driving experiences that profile bold product truths and provide pulse-pounding thrills.

For more information about the Cadillac Truth + Dare, please visit: www.cadillactruthanddare.com.

About Autoliv

Autoliv, Inc. is the worldwide leader in automotive safety systems, and through its subsidiaries 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 around 66,000 employees in 27 countries. In addition, the Company has 22 technical centers in nine countries around the world, with 20 test tracks, more than any other automotive safety supplier. Sales in 2015 amounted to about 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.