

IN THE NEWS

Butzel Long attorney Jennifer Dukarski discusses privacy and liability on NPR's Marketplace with Kai Ryssdal - "Volvo says driver-facing cameras are key to cutting crashes"

Marketplace.org

3.21.2019

Volvo's website carries a statement from CEO and President Hakan Samuelsson: "Our vision is that by 2020 no one should be killed or seriously injured in a new Volvo car."

That deadline is fast approaching, and the aspiration is still looking out of reach, despite the company's focus on safety tech, from safety cells surrounding passengers, to multiple airbags, to pedestrian detection and braking.

Now Volvo is shifting its attention to accident prevention and focusing on the human at the wheel, literally. It's planning to install driver-facing cameras as standard equipment in all its cars in the next few years. If a computer detects drunk or distracted driving, then the car's safety systems will intervene.

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