CORE VALUES

VALUES THAT DRIVE SUCCESS

Quality
Safety
Environmental Care
Welcome to the very core of our company.

What is most important to us? What do we stand for as a company? Are we good stewards of the environment? Do we put safety before profit? Are our products well made and reliable?

At Volvo Trucks, we think these are important questions.

Whether specifying a truck, expanding a fleet, or building a business, our core values are evident in everything we do. These pages outline our commitment to the core values of quality, safety and environmental care.

Each value is reflected in how we develop our products, how we act in society, how we treat the planet, and how we serve our customers.
Quality expresses our mindset. We provide products and services that can be trusted.

Quality comes first. In the products we manufacture. In the processes and people we employ. And in the service and support we provide our customers. Our commitment to quality is the foundation of everything we do.

Quality In Customer Focus

Quality is a measure of our performance as experienced by our customers. Success in the market depends on our ability to understand and satisfy customer needs and to exceed customer expectations. To succeed we must do this better than our competitors, which requires that we listen to our customers, and plan continuous and sustainable improvements in our operations based on their input.

Quality is consistent conformance to customers’ expectations. It is built into our products, services and processes, providing reliability, high truck uptime and trouble-free ownership.

Quality In Manufacturing

There is excellence in abundance at our New River Valley Plant, where we assemble and paint the cabs, fairings and accessories for all VT and VN highway tractors and VHD vocational trucks. The facility is ISO 14001 environmentally certified and was one of the first heavy-truck assembly plants in North America to gain ISO 9001 certification.

As an integrated manufacturer of engines, chassis and cabs, we control every step of the production process from concept to manufacture. This focus enhances quality in our products—and productivity for our customers—mile after mile.

Quality Through Leadership

Quality is also a component of leadership, defining a company with clearly expressed long-term goals and a commitment to constant improvement.

Volvo Trucks is driven to be a leader in quality among the world’s providers of transport-related hard and soft products. It is vital that our products and services not only achieve but also exceed our customers’ expectations.

Each Volvo truck is built to rigorous quality standards that apply to all facets of its construction. Our global manufacturing processes ensure that every truck is assembled correctly on the production line. And careful inspection of random trucks verifies their quality before they leave the plant.
At Volvo Trucks, safety isn’t an option. It’s our standard way of building the best—and safest—trucks on the road.

Volvo Trucks has focused on vehicle safety since the earliest days of the company. And over the last 80 years, Volvo Trucks has been responsible for a long list of safety innovations. Most famously, Volvo Trucks invented the three-point seatbelt. In 1974, the first Volvo truck with safety belts as standard equipment was delivered to the US. It continues to be standard on every Volvo truck.

Volvo Trucks was the first company in North America to make driver-side airbags standard on our trucks. We introduced antilock brakes as standard in 1992. We pioneered daytime running lights so other drivers sharing the road will be better able to see oncoming Volvo trucks. In addition, the design of our truck cabs helps to maintain survival space for occupants, even in the event of frontal impact rollovers.

We pioneered the High-Strength Steel safety cage cab. We also engineered our trucks so that the engine and transmission drop down to the pavement during a frontal impact, instead of crushing into the interior of the cab. Volvo Trucks helped develop—and is the only manufacturer to pass—the Swedish Impact Test, the toughest in the world. The three parts of the test simulate typical truck accidents. We also do extensive barrier impact testing.

Thanks to this proactive attention to safety, our trucks have become famous for how they protect our customers. We routinely receive unsolicited testimonials from customers detailing how they survived extreme accidents.
These first-hand accounts renew our determination to make even safer trucks.

**Active Safety**

While the “passive safety” of impact protection is important, we know the best accident is one that never happened. So much of our focus recently is on active safety—the ability to avoid accidents or lessen their severity.

Volvo Trucks made a significant advance in active safety in 2005 when we made Volvo Enhanced Stability Technology (VEST) standard equipment on all of our highway trucks. VEST assists drivers in controlling their trucks in adverse conditions, such as snow or wet pavement. It also provides extraordinary protection against rollovers, the leading cause of truck driver fatalities. And by its very nature, VEST reduces risks for other drivers.

**Safety Through Telematics**

Volvo Trucks is using telematics to improve safety. Our Volvo Link two-way satellite communications system gives fleet managers detailed information about vehicle operations.

This includes the ability to see which drivers need additional coaching for safe driving techniques by alerting managers to events such as hard braking or ABS activation. New Volvo trucks with Volvo Link include two years of Sentry service at no charge.

**The Value of Safety**

Volvo Trucks obviously cares deeply about safety and is committed to bringing advanced technologies to market. The economic value of safety can be measured by the obvious costs of accidents, such as property damage and injuries, as well as hidden costs like downtime, missed deadlines, lost customers and difficulty recruiting drivers. Using government statistics, we can demonstrate that vehicle safety can be a competitive advantage, as well as a tremendous benefit to society.

Volvo Trucks are easy to drive and maneuver, with great visibility all around. They’re built to keep drivers alert in a work environment that’s comfortable and safe, to help prevent accidents in the first place.

Volvo Trucks’ commitment to Safety by Design helps drive the success of your business by putting the well-being of drivers and their families first. And our attention to safety lowers insurance costs related to accidents, and reduces cargo loss and downtime due to accidents.
CONCERN FOR THE ENVIRONMENT IS IN OUR NATURE.

**VOLVO TRUCKS | Environmental Care**

At Volvo Trucks, we recognize our responsibility to contribute to solving environmental issues that face our planet, our company, and society at large.

This commitment to environmental care influences our decisions on the products and services we offer, how we operate our facilities, and when and why we should be involved in environmental issues that arise.

Volvo Trucks is deeply committed to minimizing the impact of our products and processes on the environment. Every new vehicle must be safer, lighter, and more fuel-efficient than the one it replaces. As we bring new products to market, our manufacturing processes are engineered to minimize the consumption of energy and the use of raw materials. And we’re committed to reducing the production of waste and residual products at each step along the way.

**Emissions Regulations & Compliance**

Volvo Trucks EPA 2007-compliant engines feature advanced emissions technologies, including:

- High-efficiency exhaust gas recirculation (HEGR), which uses gases to reduce NOx formation in the engine.

- A diesel particulate filter (DPF) that traps and consumes 90% of the soot emitted by earlier engines.
By 2010, the EPA will have cut its allowable levels of nitrogen oxides and soot in heavy-duty diesel exhaust by 90% from a decade ago. Meeting the EPA 2010 regulations requires a “total vehicle solution”:

- Exhaust gas recirculation inside the engine for NOx reduction.
- A diesel particulate filter to trap soot particles.
- A new process called Selective Catalytic Reduction (SCR) to treat the exhaust after it leaves the engine to meet the new EPA limits.

**Fuel Economy**

The new Volvo truck models also feature sophisticated electronic control systems that make it possible for drivers to see immediately if they're operating the vehicle at peak fuel efficiency for their specific application. Customers can choose the Volvo I-Shift automated manual transmission to secure even greater fuel economy gains.

**Aerodynamics**

Aerodynamic improvements can contribute to reducing fuel consumption and emissions. Volvo Trucks is known for the fuel efficiency and aerodynamics of its trucks, and we’ve partnered with the Environmental Protection Agency to develop a comprehensive package of vehicle components to deliver high fuel efficiency and low emissions, as part of EPA's SmartWay™ tractor program.

**Anti-Idling**

One key way to reduce a truck’s environmental footprint is to make sure the vehicle isn’t wasting fuel—and producing unnecessary emissions—while the engine is idling.

Volvo Trucks is addressing this problem by supporting electrification of truck stops and loading docks, to help drivers eliminate the need for idling. We offer shore power units and cab parking heaters, as well as the option of extra cab insulation. Volvo Trucks also offers auxiliary HVAC systems that can be powered by shore power or by generator to cool and heat the cab without idling.

**Alternative Fuels**

The use of renewable fuels can reduce carbon emissions while improving energy security. Volvo Trucks is leading the industry in developing vehicles that can run on a wide variety of possible alternative fuels, and in advancing the global dialogue regarding the environmental impact and commercial viability of these alternatives.

As a core value, environmental care expresses our commitment to improve energy efficiency and protect natural resources. We’ll always do all we can to reduce emissions in every aspect of our business.
Think of our core values as promises. (We do.) They are embraced by every Volvo Trucks employee.

And while these values have been in place for many years, they have never been more important than they are today.

We are clearly aware that our actions affect the world we live in. They affect the climate, the air we breathe, the natural resources that remain, and the health and well-being of our society. They affect the safety of our drivers, their passengers and all who share the road. And, ultimately, our actions as a company affect not just our own success, but also the success of our customers, suppliers and investors.

That’s a big responsibility.

We’re up to it. And we’ll keep our promises.