



LIVING WITH DILEMMAS

MAKING CARS CALLS FOR A GOOD SENSE OF BALANCE. THIS APPLIES ESPECIALLY TO A SMALL CARMAKER WHICH ALSO AIMS TO BE A CREDIBLE PARTNER CONTRIBUTING TO SUSTAINABLE DEVELOPMENT.

VOLVO
for life

The dilemmas which we at Volvo Car Corporation face often appear insoluble. And we are the first to admit that many of the solutions we adopt are compromises that may be acceptable to most people, but fail to satisfy all.

We know, for example, that increasing numbers of car buyers are opting for SUVs (Sport Utility Vehicles) instead of 'ordinary' cars. However, the SUV is often associated with high fuel consumption and less-than-perfect safety standards. So are we to ignore the demands of the market and our customers for a Volvo SUV? Or do we take the initiative and offer an SUV meeting high safety and environmental standards?

We want to offer our customers a competitive option which will enable them to use alternative fuels. But how realistic is this when the supply infrastructure and refuelling facilities for these fuels are so limited? Are we to await political decisions and act in accordance with them? Or should we take the first step ourselves and establish partnerships to pursue societal development? Where do our responsibilities as a car-maker begin and end?

All of our own research shows that small children travel most safely in a rear-facing child seat. However, for various reasons, customers in many of our markets

prefer their children to be seated facing forward. So are we to persist in our view and defy our customers' wishes? Or should we modify our position and offer a front-facing child seat which is as safe as possible?

All of this goes to show that reality is seldom black or white. However, the crucial concern is that our customers – and the world at large – can rely on us to contribute effectively to sustainable development. By listening and participating in the public debate, we can better understand the expectations placed on us as niche manufacturers in the automotive industry and as active members of society. By acting accordingly, we build further on the respect and credibility which have distinguished Volvo since its foundation 75 years ago. And we also ensure that we fulfil the promises of safety and care which are so intimately associated with the Volvo brand.

This year's Corporate Citizenship report from Volvo Cars describes some of the dilemmas which we face from day to day and how we dealt with them in 2002. We have also sought to report our performance in a transparent manner and to show how we are contributing to sustainable development.

Want to know more? If so, please contact us for your own print copy of the report.



SO HOW DOES VOLVO CAR CORPORATION CONTRIBUTE TO SUSTAINABLE DEVELOPMENT? FIND OUT FROM OUR CORPORATE CITIZENSHIP REPORT FOR 2002. ORDER YOUR COPY BY E-MAIL FROM CITIZEN@VOLVOCARS.COM. THE DIALOGUE CONTINUES ON WWW.VOLVOCARS.COM/CITIZENSHIP