



A scenic photograph of a two-lane asphalt road winding through a dense forest. The sun is low on the horizon, creating a strong golden glow and long shadows. A small car is visible in the distance on the road. The text 'ZERO accidents with Volvo Trucks' is overlaid in white on the image.

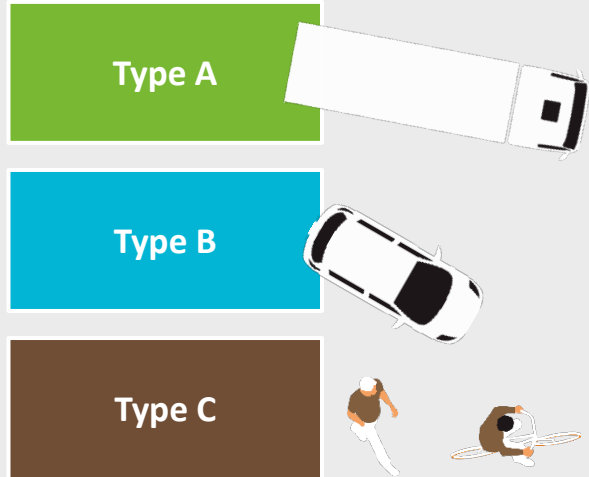
ZERO

accidents with
Volvo Trucks

700
children a day



Accident with vulnerable road users increase



ART report 2013

ART report 2017

15-20% → 10-20%

55-65% ↘ 50-55%

15-25% ↗ 30-35%

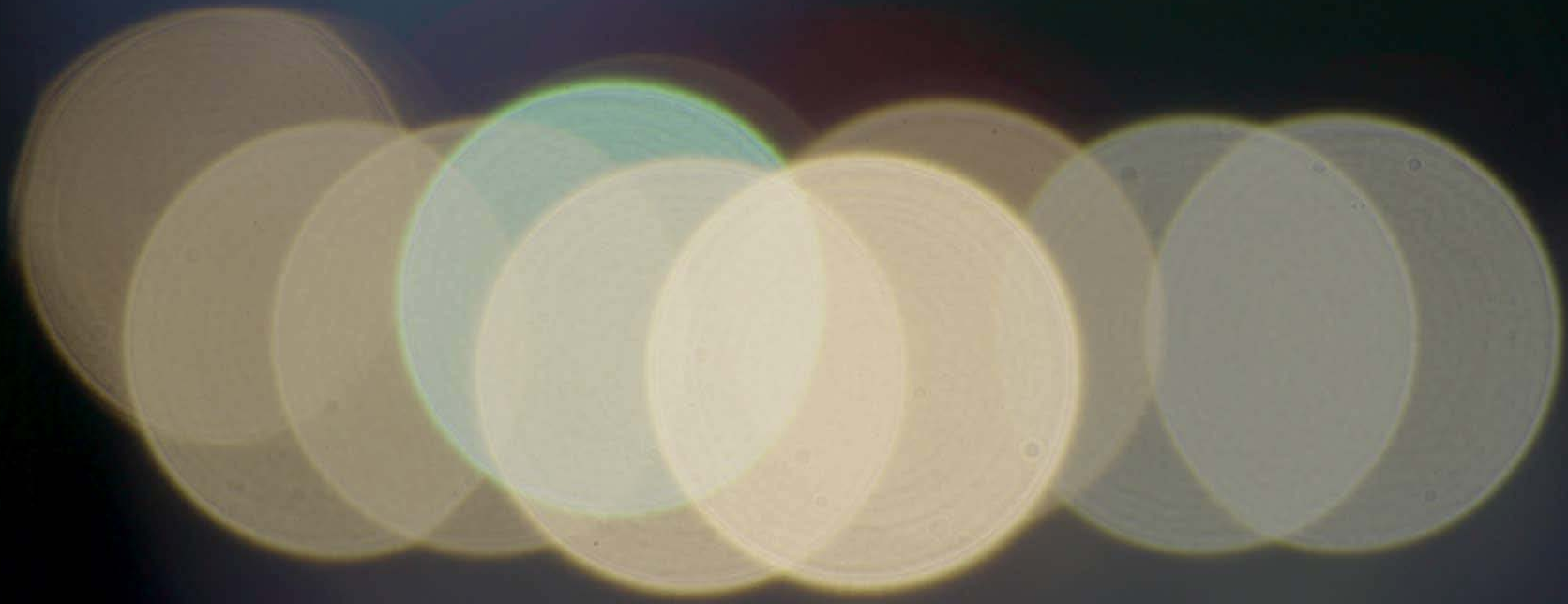


SEE



AND BE

SEEN





misjudgements
lack of attention







volvotrucks.com/seeandbeseen

