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Contact me with any questions you have or for any accessories you'd like for your Volvo.

Joe Craig's Hours	
Monday	9am-9pm
Tuesday	9pm-9pm
Thursday	9am-6pm
Friday	9am-6pm
Saturday	9am-5pm
Service/Parts Department	
Monday - Thursday	7am-7:30pm
Friday & Saturday	7am-5pm

January 2006						
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# The Volvo Voice

## The Safety Race: Everybody Wins

Volvo.com

Impaired driving, whether from a variety of influences or just fatigue, is extensive. Each year there are approximately 300-400 fatalities on the American road, with another 20,000 non-fatal but disabling injuries, on New Year's Day alone! The numbers are even greater for the period around the Christmas.\* During the holidays we always see a spike to such incidences.

Without question, this time of year should not only be one of celebration, but one of reflection and a cause for action, on behalf of everyone. There was a recent article in an auto industry trade publication that should give me cause for alarm, but it doesn't. The story, entitled "Other Automakers Crash Volvo's Safety Party,"...is just another example that Safety has made it to the mainstream.

Representing a brand that is renowned for Safety, I gladly welcome the rest of the industry to our long-running party that began with our existence, in 1927. Protecting life is engrained in Swedish culture. Not very long ago in the U.S., Safety was virtually unheard of in automotive commercials or marketing materials. Now, it's the basis for entire campaigns. Safety has emerged - today Safety sells cars.

During the 1960's there was a great public resistance to the three point safety belt (a Volvo invention). They were considered restrictive, uncomfortable, not attractive, and impractical. Nonetheless, Volvo made this safety device standard on all of its models, beginning in 1959. Like many good ideas encountering bumpy roads in the beginning, at one point in the sixties consumers chose optional white wall tires over the safety belt option, four to one. In 1972, wearing seat belts became a law in the United States.

Today seat belts are standard on all cars and trucks in this country, and are mandatory in most states. Safety belts are credited with saving about 150,000 lives, annually. We like to think there's a little bit of Sweden and Volvo in every car on the road. Today technology, research, and insight from real world experience has led to innovation after innovation in protecting drivers, passengers, as well as pedestrians.

The signals are clear: the industry is driving to make the nation's 'can't-do-without' conveyance as safe as possible. Competition is a good thing. That is why I see positives to other automakers "joining our safety party," because ultimately we all benefit. In fact, we welcome all comers, for we are not resting on our laurels.

Volvo was recently named in a survey by a respected industry marketing firm as the brand consumers think of most when asked about auto safety. The study found Volvo to be equated with Safety by across all categories.

However, leadership does not mean looking in your rear-view mirror,...it's characterized by innovation. Looking at the degree of 'distraction', packaged with the holiday season, Volvo announced a "world breakthrough" Driver Alert system to aid drivers who lose concentration, or become fatigued while driving.

First, there was a focus on "Passive Safety," whereby safety features were aimed at protecting the occupants now the emphasis is on "Active Safety" - the avoidance of an accident. In the last few years, Volvo has explored impaired driver technologies, and we've developed "Sleepy Driver" applications. Other in the industry can also be credited with Accident avoidance research and development,...again, a benefit to us all.

Volvo's next generation "Activity Safety" concept, Driver Alert, monitors the car's movements and assesses whether the vehicle is being driven in a controlled or uncontrolled manner. Driver Alert is unique among vehicle manufacturers. The system doesn't record human behavior - which varies from one person to another - instead it looks at the effect of that behavior.

According to the American NHTSA (National Traffic Safety Administration), annually about 100,000 accidents are caused by drivers who fall asleep at the wheel. About 1,500 result in fatalities and unfortunately 71,000 lead to injuries. \*\*

To personalize the significance of this technology I'll draw an illustration:

It is another of those endless days, as they often seem to be this time of year. You are heading home from an office party or hurrying to pick up or drop off the kids for yet another of their activities; or scampering off to do last minute shopping - all of which with one thing in mind, putting an end to your extreme day. And that driver next to you is probably in the same circumstance as you. In this situation, neither you nor the other driver is truly fit to drive. You are fatigued and become distracted - your cell phone rings. The Driver Alert issues an audible signal plus visual warning before control over the car is lost.

From a technical viewpoint, Driver Alert consists of a camera, sensors and a processor. The camera, which is installed between the windshield and the interior rear-view mirror, continuously measures the distance between the car and the markings on the road surface. The sensors register the cars' movements. The processor stores the information and calculates whether the driver risks losing control over the car.

If the risks are assessed as high, the driver is alerted.

While the Volvo system is still a few years away from being in production vehicles, by continuously addressing these areas of obvious concern, our nation's roads will be a safer place for all drivers and occupants.



Safety has become a battle ground, and ultimately all consumers will benefit through better safety systems to protect those family, friends and total strangers.

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**In this issue....**

-  **The Safety Race**
-  **How to Keep Your New Year's Resolutions**
-  **Apple Cobbler**

**Pre-Owned Inventory**

**How to Keep Your New Year's Resolutions**

eHow.com

The new year has arrived, and you have already drawn up your resolutions. Now, how to stick to your plan?

- Put it all on paper. Write your resolutions down, and keep them in an accessible place as reminders - tape them to your mirror, write them in a journal or put them on your refrigerator door.
- Mark your calendar. Set deadlines for yourself to tackle each step toward reaching your goal, one at a time.
- Start as soon as possible. Go out and purchase the necessary equipment or literature; call now and set up an appointment with your dentist, your doctor, your trainer, your accountant....
- Find a role model. Is there anyone who has succeeded in fulfilling an ambition like yours? Look to this person as a reminder that it is possible to achieve your goal.
- Check your progress regularly, and give yourself an occasional reward for your efforts. Make sure the reward isn't contrary to your resolution; celebrate a cigarette-free month with a weekend trip or a new outfit, not with a cigarette!
- Inform friends and family of your goals, and recruit them to regularly remind and support you in your endeavors.

Year	Model	Color	Mileage

**Please give me a call to schedule a test drive for any of the above.**

**Apple Cobbler**

**Ingredients**

- 2 pkgs. Stouffer's Harvest Apples
- ¼ c. sugar
- 1 tsp. lemon juice
- ½ c. pecan halves, toasted
- 1 c. all-purpose flour
- 1/3 c. packed brown sugar
- 4 tbsp. sugar
- ½ tsp. ground cinnamon
- 1 tbsp. grated orange zest
- 1/3 c. unsalted butter, room temperature

**APPLE MIXTURE**

Defrost two packages of frozen apples according to the instructions. Place the fruit mixture in a disposable aluminum foil tray. Make your favorite cobbler topping (see below)

**COBBLER TOPPING**

Preheat the oven to 350° F. Lightly butter a 9 x 13-inch glass baking dish. In a large bowl, combine the flour, sugars, cinnamon and zest and cut the butter into the mixture. When the mixture resembles oatmeal, stir in the pecans and set aside.

In a large bowl, mix the apples, 2 tbsp. sugar, and lemon juice. Spread the fruit in the bottom of the baking dish. Spoon the dry topping over the fruit. Cover the dish with foil and bake for 20 min. Remove the foil and continue baking for 20 min. more, or until the top is crisp and browned.

Add ice cream for the perfect fresh dessert.

