



Volvo Car Corporation

Press Information

Volvo praised for its work against whiplash injuries

Volvo Car Corporation has received yet another international award for its WHIPS anti-whiplash injury system.

At a ceremony in London on 17 June the Canadian research body Physical Medicine Research Foundation, PMRF, handed over its "John McMennell Award" to a representative of Volvo Car Corporation.

PMRF justify the prize as follows: "In recognition of Volvo's commitment to whiplash injury prevention and their significant achievement in technical and engineering innovation with the introduction of the Whiplash Protection System (WHIPS) in the 1999 Volvo S80 sedan."

WHIPS was launched as a pioneering innovation on the Volvo S80 when it was introduced in May 1999. The system is now standard on all Volvo models.

Briefly, this is how WHIPS works: in a collision from behind, the WHIPS seat follows the backward motion of the body. This involves a parallel motion so that the head and upper body are restrained in a gentle and balanced way to reduce strains on the body. The backrest is then lowered backward/downward to counteract throwback and the risk of the dangerous whiplash motion.

990630/ON