



DVN STUDY

NEW LIGHTING FUNCTIONS 2020-2030

To Improve Safety, Communication, Comfort, and Styling

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Editorial

VISION Congress Coming Soon: Online 17-18 March

The VISION Steering Committee have finalised the date: the first-ever online VISION Congress will take place on 17-18 March, a little more than one month from now. There'll be a first keynote and Headlamp Technologies session on the first day, and a second keynote and Lighting Communication session on the second day. Other sessions on lighting and ADAS will be separated in two parts as well. The timing has been adjusted to offer a compromise between Asian and North American time zones.

The congress will start off with the usual welcome and presentation of the congress, then Valeo's COO and future CEO Christophe Perillat will make the first keynote, presenting his vision on lighting and ADAS. The second keynote will be made by Stephane Buffat, Director of PSA-Renault's Laboratory of Accidentology, Biomechanics and Human Behaviour.

The online setting has allowed for an increase in the Q&A sessions to half an hour and optimal discussion panel balance among automakers and suppliers as they kick around ideas about challenges, benefits, and drawbacks of in-lamp sensor integration.

Of course the online venue means no ride-and-drive demonstrations, up to now the unique centrepiece of VISION. Still, we're excited to try out the advantages and opportunities of a fully-online congress! See you there.

Sincerely yours


DVN CEO

In Depth Lighting Technology

VISION Online Congress: Attractive Program



The banner features a red top bar with a white arrow icon pointing right, followed by the text "International Conference and Exhibition" and "17 - 18 March 2021". On the right side of the red bar is a circular icon with a person at a computer and a speech bubble, with the text "Digital edition" below it. The main background is dark with red and white light trails. The text "SIA VISION" is prominently displayed in large white letters, with "Vehicle and Infrastructure Safety Improvement in Adverse Conditions" below it. At the bottom left is the SIA logo (SOCIÉTÉ DES INGÉNIEURS DE L'AUTOMOBILE) and at the bottom center is "SIA 2021 VISION" with a small car icon.

The 10th biennial SIA VISION Congress, postponed by the pandemic from its intended Autumn 2020 time has been rescheduled for 17-18 March, just over a month from now, as a fully online event. There's a sparkling docket full of presentations from VIPs in the fields of lighting and ADAS who will present 35 lectures.

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• **6 sessions in lighting:** Headlamp technologies, ADB technologies, lighting communication, signal lamp technologies, styling and safety, and rating systems—this lattermost session will be extended with a discussion on this important subject of headlamp rating. The selected speakers for these sessions are from Audi, BMW, Honda, PSA, Renault, and SEAT; Hella, Hyundai Mobis, Koito, Marelli Automotive Lighting, Odelo, Stanley, Valeo, Varroc, and ZKW; Lumileds and Osram, and ELS, LRC, and TUD.

• **3 sessions in ADAS:** Development and architecture, expanding sensors' visibility, and AD systems. The selected speakers for these sessions are from Cyclope AI, ELS, Elektrobit, Hyundai Mobis, Intempora, Lynred, Valeo, Varroc, and Yole Development.

SIA, Society Engineers of Automotive, communicates about the VISION congress::
SIA VISION 2021 GOES DIGITAL & LIVE

“We announce you that we keep the 10th edition of our Lighting & ADAS conference up and running with a new format via the SIA x Swapcard Platform that offers great possibilities to learn, network, meet exhibitors, speakers and attendees via video calls and easy meetings.

“We are more than confident in carrying our great Lighting & ADAS event on March 17th & 18th, 2021 and we would like to reassure you of our total dedication to the realization of such an important congress for the experts' communities.

“The 10th edition programme of SIA VISION has been adjusted to fit at the most with parallel lectures sessions you will be able to follow us directly from your work or home!

“Today, the SIA organisation team wants to ensure you that we take into great deal the importance of this congress for our scientific communities and that the digital tool we are using is well adjust to such an event with live sessions of Q&A, possibility to network, highlighting of our partners with a special area to inform you about their new products and services.

The SIA Swapcard Congress platform will allow you to:

- Create your profile
- Book the conference sessions you'd like to attend and create your personalised agenda
- Select the exhibitors you want to exchange with
- Schedule and manage your One-to-One business meetings
- Connect to the platform remotely
- Exchange in real-time with key experts & players from around the world
- Experience the live conference programs of your choice
- Interact with speakers and participants via video calls

“You will have access to the platform on March 8th to prepare your participation, the sooner you register, the sooner you can create your agenda and network with other attendees.

Lighting News

Carole Delavoye is New VW Vision Lead; Plöger Moves to ADAS

LIGHTING NEWS



Carole Delavoye has taken charge of Volkswagen's Lighting and Vision department, a shift from her previous role designing seats. Delavoye developed the air-conditioned seats for VW's Passat CC, from first draft to series production.

She replaces Ricardo Plöger, who now will direct VW's ADAS work. Plöger was in what is now Delavoye's position at the head of lighting and vision starting in 2016, and was very

helpful in contributing toward the DVN Report on *VW and Lighting*. From 2011 to 2016 he led the Safety and Prediction Department at Volkswagen do Brasil.



DVN takes the opportunity to congratulate Delavoye in her new directorship—we look eagerly forward to see what lighting marvels will spring from her work. And we're equally eager to see the fruits of Plöger's labors in advancing the state of the art in driver assistance.

TI's Newest Automotive DMD

LIGHTING NEWS



Texas Instruments' newest "DLP®" DMD (digital micromirror device) enables high-resolution headlights with over 1.3 million individually controllable pixels, as well as AR-HUDs (augmented-reality head-up displays) with superior solar load performance and image quality.

The DLP5533A-Q1 is TI's newest DMD for automotive headlamps. It has the same pinout, uses the same controller and other ancillaries, and is therefore drop-in compatible with the previous DLP5531-Q1. Both units have the same 0.55-inch, 1.3-megamirror active array, as illustrated in measuring 0.55 inches with 1.3 million micromirrors. The new DMD is in current production, and samples can be had—as can an [evaluation module](#).

Virtual Design: A Canvas for Magna Technologies

LIGHTING NEWS



Magna digital creations enable automakers and new entrants in the industry to visualise products and technologies on a virtual vehicle similar to their own. Magna presenting a [life-size digital](#) electric truck at CES, illustrating how they transform the way to showcase innovative products and technology and emphasising how virtual-reality tools are accelerating the design process and speeding up collaboration.



After the initial sketches, Magna team built the digital version of the truck using a sophisticated computer program that can support a virtual-reality headset and control sticks. The electric truck became the canvas to make a compelling presentation of Magna products including Mezzo Panel, Zero Gravity Seats, Active Aero, mirrors, lighting, and powertrain components. The Mezzo Panel, for example, is a new fascia designed with custom styling in mind. It integrates Magna's lighting technology, sensors, and trim using mould-in film.

Magna do serve as a contract manufacturer of whole automobiles, but they're also a major diversified tier-1 supplier, and their digital-creation technology is not linked to any particular car brand.

Trump's NHTSA a Feckless Shambles: Report

LIGHTING NEWS



www.nhtsa.gov

A [report in the Los Angeles Times](#) paints a pathetic picture of the National Highway Traffic Safety Administration as configured and operated under former U.S. President Donald Trump:

"Inactive," is how Carla Bailo, chief executive of the Center for Automotive Research, summed up NHTSA's four previous years. "Dormant," said Jason Levine, executive director at the Center for Auto Safety. "No direction," said Bryant Walker Smith, a professor and expert in autonomous vehicle law at the University of South Carolina.

The agency went the full Trump term without a Senate-confirmed administrator, leaving deputies in charge. It launched several safety investigations into Tesla and other companies, but left most unfinished. "A massive pile of backlog" awaits the Biden administration," said [auto industry analyst] Paul Eisenstein.

The article focuses on NHTSA's do-nothing approach to the likes of Elon Musk, whose "self-driving" marketing claims have misled Tesla owners into believing they own L⁴ or L⁵ AVs—with some gruesome and deadly results—when in fact no actual self-driving cars are available yet to the public, and won't be for some time yet.

But it's easy to see wider implications of the article's damning revelations, beyond their failure to regulate AD and AV appropriately. The US, the world's second-largest auto market after China, is (still) the world's only major country not to allow ADB. All NHTSA accomplished on that front during the whole of the Trump administration was to propose a technically bankrupt, administratively onerous ADB regulation far out of step with the specifications being used successfully in the entire rest of the world.

Perhaps there's a chance NHTSA's slack inaction during the regulation-averse Trump years could work to the advantage of American drivers—it is to be hoped that newly-confirmed Biden Administration Transportation Secretary Pete Buttigieg will take a more awake, alert, and aware posture than his predecessor. Perhaps rather than brace ourselves and hope the Trump Administration's deliberately-hobbled NHTSA issues an ADB rule that isn't *completely* unworkable, there's a new opportunity for knowledgeable feedback to

make a real improvement in the American ADB approval we might now realistically hope for.

Juan Manuel Mollá is Marelli's New CCO

LIGHTING NEWS



Marelli have appointed Juan Manuel Mollá as Chief Commercial Officer. Mollá has over 30 years' international experience in the automotive industry and joined Magneti Marelli in 2008, where he spent the last 13 years in a variety of roles—starting as a General Manager within the company's Argentinian operations, then moving on to Global GTS Sales Director, based in Italy.

Since 2018 he has been in Germany leading business development, sales, and marketing for Automotive Lighting.

Mollá will cover Marelli's key international markets, working alongside EVP Hironori Kimura.

French Magazine Tests Halogen Bulbs

LIGHTING NEWS



Halogen bulbs are a legacy product, almost completely gone from new-vehicle headlamp development projects. But with a huge installed base they are still important especially in the aftermarket.

French Magazine AutoPlus compared 11 H7 bulbs promoted as offering at least 80% more light, all versus an original-equipment standard bulb. The magazine's lighting measurements are rudimentary compared to headlamp compliance or performance tests —just measuring illumination by looking for the brightest point and using subjective appraisals, in an effort to simplify a complex subject for non-expert magazine readers.

Their findings: Philips' latest RacingVision GT200 H7 produced the best illumination in their tests, providing up to 80 metres' of additional seeing distance. The results closely match those of U.K. car magazine AutoExpress, whose test included a bulb made by Tungsram (not in the French tests) that bested the Philips GT200.

| | Illumination | Subjective appraisal | Price €/pr |
|--------------------------------|---------------------|-----------------------------|-------------------|
| Philips Racing Vision GT200 | 20 | 17 | 40 |
| Osram Night Breaker Laser | 17 | 14 | 30 |
| Philips Racing Vision +150% | 18 | 16 | 40 |
| Philips X-treme Vision Pro 150 | 17 | 15 | 40 |
| Philips Racing Vision +130% | 17 | 15 | 44 |
| Norauto Performance +100% | 17 | 12 | 20 |
| Narva RangePower +110% | 17 | 11 | 30 |
| Bosch GigaLight Plus 120 | 16 | 13 | 66 |
| Michelin Power +80% | 14 | 12 | 29 |
| Bosch Plus 90 | 14 | 10 | 51 |

Vincent Leboucher is New HGH President

LIGHTING NEWS



Vincent Leboucher has been promoted to President of the HGH Group, who specialise in electro-optics. He replaces Thierry Campos, who now retires from HGH after 32 years.



Leboucher graduated from the Institut d'Optique Graduate School in 2002 and joined HGH the next year as an electro-optics engineer. His rapid progression within the company saw him take charge of R&D in 2010 and become Deputy General Manager in 2018; in that position he led the company alongside Campos.

On his appointment, Vincent Leboucher praised HGH's "skilled and dedicated team. The COVID-19 pandemic has demonstrated the group's resilience and ability to adapt, as well as highlighting the team's innovative spirit".

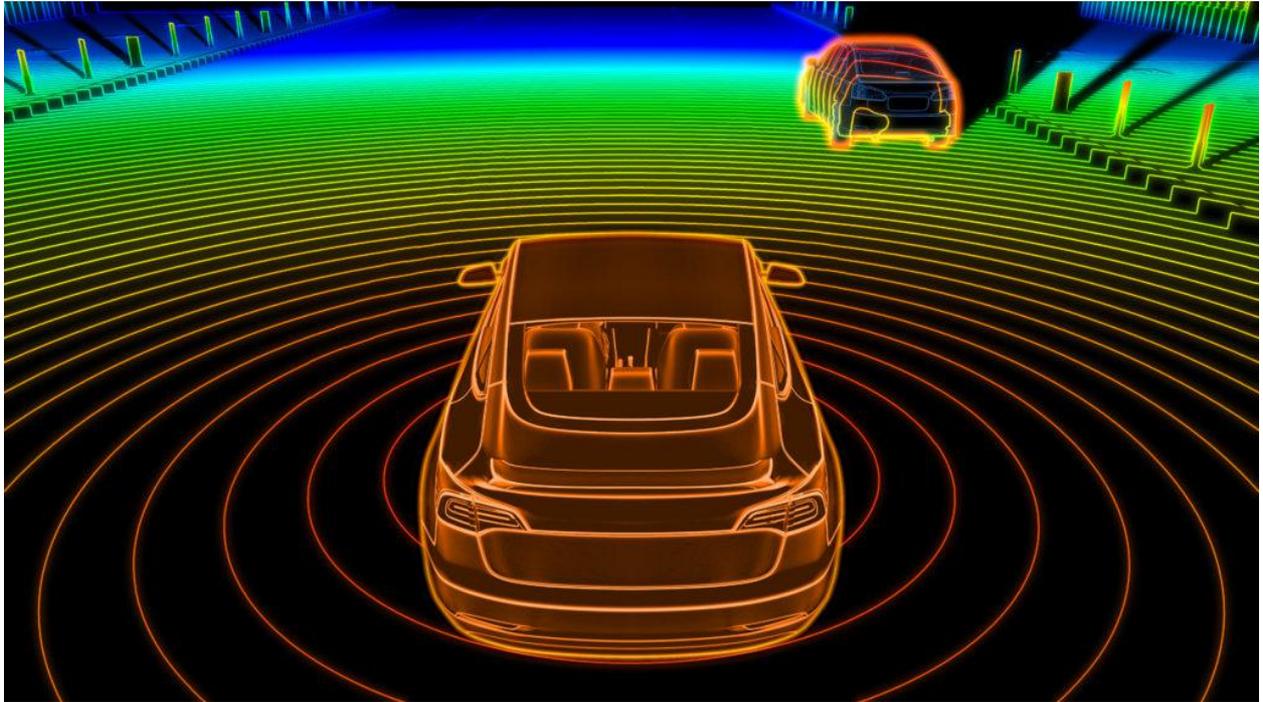
Over the past few years HGH has carried on growing despite the pandemic, driven by the company's outstanding R&D in end-to-end systems and software and product innovation. HGH's R&D team comprises fully one third of the employees.

HGH have been experts in IR technology for over 35 years; since 1982 they have been designing, developing, assembling, and selling electro-optics systems and software for security, defense, oil & gas, energy, and various industrial applications. Headquartered near Paris, in the heart of the French Optics Valley, they also have a strong presence in the USA and in Asia.

Driver Assistance News

DVN Lidar Conference 15-16 November—Get Your Seat!

DRIVER ASSISTANCE NEWS



Since their inception, DVN Lidar Conferences have quickly become the must-go technical congress to see and hear all about the latest innovations amidst the galloping growth of the automotive lidar sector. The fourth DVN Lidar Conference is scheduled for 15-16 November in the Frankfurt am Main area.

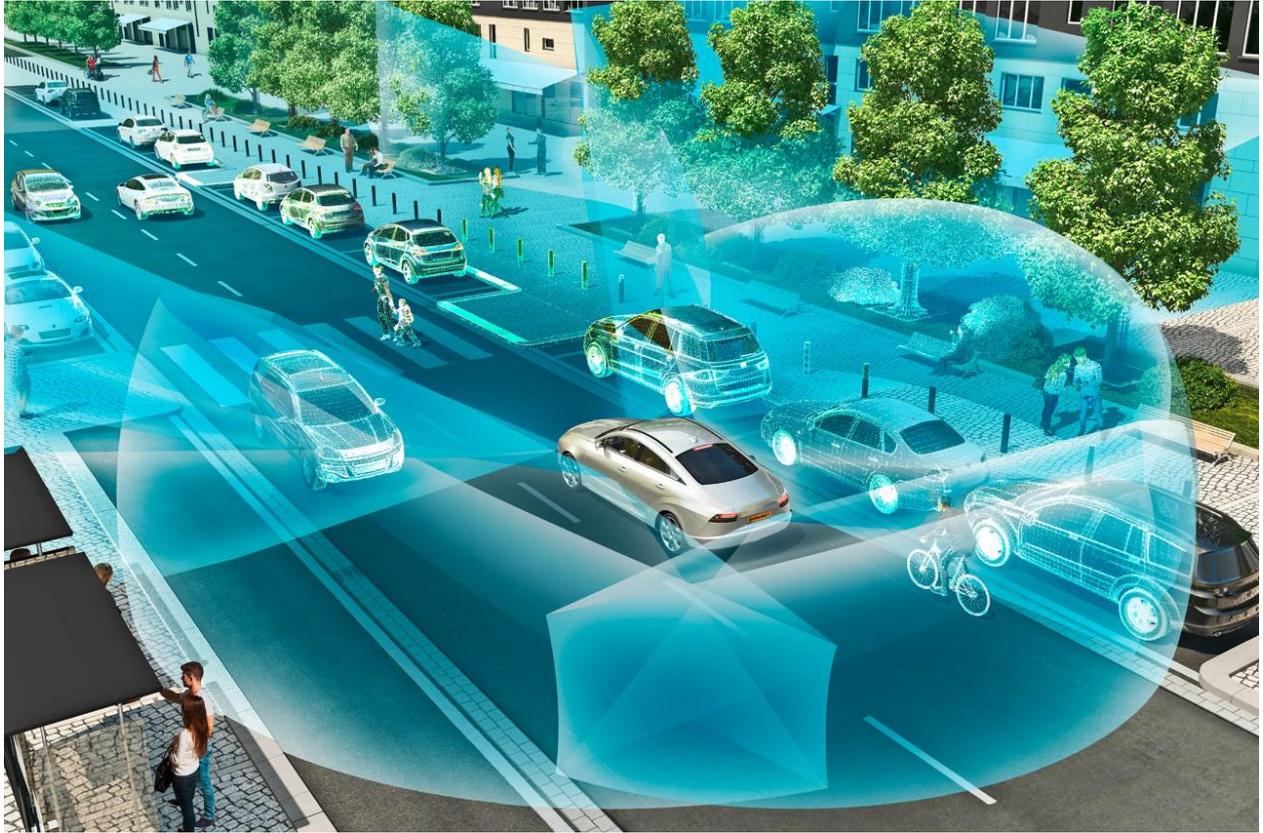
After a long period without face to face meeting and networking, we expect this to be one of the first live events, providing the health and safety situation around the world allows it. So we are committed to delivering a strong lineup of high-calibre speakers and companies from every part of the automotive lidar ecosystem: automakers, lidar suppliers, tier lighting suppliers, research outfits, and analysts.

Along with a best in class lecture docket, we will also have top-notch exhibition and networking facilities, so exhibitors will have the opportunity to present their companies' latest technologies and techniques.

There will be room for about 200 attendees, with seats available on a first-come basis. Those wanting to present, participate, or attend should please contact DVN's [Salomon Berner](#).

AEye-Continental Cooperation Brings Long-Range Lidar

DRIVER ASSISTANCE NEWS



AEye have developed a long-range lidar that combines an adjustable-power 1550-nm laser with a MEMS scanner. The new lidar is software-configurable, allowing optimisation for almost any kind of vehicular application.

AEye's lidar can detect vehicles over 300 metres away, and pedestrians over 200 metres off. Continental will industrialise the new technology according to the requirements of the automotive industry and bring it to market under the type designation HRL131; the first series production is scheduled for the end of 2024.

The micromirrors in the HRL131's MEMS scanner can deflect up to 12,000 times per second. The laser generates up to 10 high-resolution images per second and captures its environment in a wide-angle format of 128×28 degrees, according to Continental lidar business lead Gunnar Jürgens.



The collaboration with AEye complements Continental's existing short-range HFL110 3D Flash lidar sensor, which will go into series production worldwide in premium vehicles of a well-known vehicle manufacturer toward the end of this year. Continental sees this type of sensor as a turning point: it will be the world's first high-resolution lidar sensor without moving parts to go into series production in the automotive industry.

Osram's New IR Lidar Lasers

DRIVER ASSISTANCE NEWS



The better the visual information provided by a lidar, the easier it is for the downstream systems to use it. Up to now, infrared lasers used for lidars have had wavelength stability deviations of up to 40nm as their temperature fluctuates in normal operation—these fluctuations result in blurry lidar "vision". Osram say their new chip design reduces wavelength shift to just 10nm, enabling much clearer and sharper lidar imaging.

With the newly developed chip design, edge-emitting lasers can match or even exceed the wavelength stability of VCSELs at operating temperatures typical for automotive applications—up to 125 °C. This, in turn, allows the use of a much smaller wavelength filter on the detector, which significantly improves the signal-to-noise ratio. This technological advance has already been demonstrated in triple-junction components (i.e., three light-emitting surfaces stacked one atop another). Osram plan to phase their new technology in on all infrared lasers offered to lidar system makers.

Mobileye's Camera–Radar–Lidar Scalable Platform

DRIVER ASSISTANCE NEWS



A MOBILEYE AV NEGOTIATES TRAFFIC IN JERUSALEM IN DECEMBER 2018

Mobileye CEO Amnon Shashua explained the trinity of the approach they are now pursuing across the entire value chain of these systems. He described how Mobileye technology—Road Experience Management™ (REM) mapping technology, rules-based Responsibility-Sensitive Safety (RSS) driving policy, and two separate, truly redundant sensing subsystems based on camera, radar and lidar technology—combine to deliver a highly performant integral sensing solution that is orders of magnitude more capable than human drivers.

Shashua said Mobileye is investing heavily in technologies and strategies to integrate them into future systems. He has long believed that redundancy is absolutely necessary in autonomous driving systems at every level, including computational units and data and decisionmaking models, and predicted Tesla's strategy with their no-lidar Autopilot system has hard limits to its capabilities (notoriously cocksure Tesla CEO Elon Musk hates lidar for reasons that have so far not been made clear).

Shashua's prediction: Mobileye will achieve the ability to safely scale Level-4 autonomous driving beyond geofenced ride-hailing networks in just four years: "Scalability is very, very important for robotaxis, but more critical is what comes after the robotaxi," he said. "If you want to build that business, you're thinking not only of now, but three or four years from now, where this business is going to go, and having high-resolution maps is a crucial skill".

Mobileye therefore plans to deploy a pilot project in Paris in 2021, to be carried out in cooperation with the Parisian transport authority, RATP; Shanghai, Tokyo, and possibly New York. Mobileye vehicles have already circulated in Munich, Detroit and Jerusalem.

After New York, Barcelona, Rome, Mobileye Techno in Ajaccio, France

DRIVER ASSISTANCE NEWS



After the CapaMove application or the connected ring for its staff, CAPA is continuing its digital development, more than ever with a view to making the Ajaccien region a “smart territory”. Since the start of the year, the local authority has been experimenting with the Mobileye device for a period of 3 months. ” *After New York, Barcelona or Rome, it’s a mini revolution in France*» said the vice-president in charge of economic and digital development of CAPA Marie-Antoinette Santoni-Brunelli” she confides.

The concept? Equip 35 vehicles from the city of Ajaccio and the CAPA, whether they are transport, service or even police vehicles with on-board cameras in order to collect as much data as possible on road heritage and street furniture. The condition of the signs, the roadway, traffic lights or even pedestrian crossings will then be analyzed.

A device that has other virtues: ” *We have a lot of vehicles that circulate on a daily basis, and road colleagues will be able to benefit from the data received thanks to these trips. It is also an ecological desire.*» indicates Pascal Peraldi. « *Mobileye is transversal because it is also an indicator of road traffic, which could also allow us to find solutions in terms of mobility*», adds Santoni-Brunelli. «*It is both a decision-making and investment support tool and a daily tool for managing difficulties*» This tool will not make us perfect but will help us to be better»

Tesla Has AD All Wrong: Waymo CEO

DRIVER ASSISTANCE NEWS



WAYMO CEO JOHN KRAFCIK

Waymo CEO John Krafcik says Tesla aren't headed off in the wrong direction and aren't really doing as they claim with regard to autonomous driving. He's not alone in that opinion, and in a recent interview with Germany's Manager magazine, he explained that Tesla's present strategy isn't likely to produce a real, actual self-driving system.

"Tesla is not a competitor at all," Krafcik said. "We manufacture a completely autonomous driving system. Tesla is developing a really good driver assistance system".

Tesla's notoriously cocksure CEO Elon Musk views autonomous driving as an extension of driver assistance; he plans to gradually improve Tesla's "Autopilot" software until it can drive the car without human supervision or intervention. Musk also scorns lidar as "stupid" and refuses to install it on Tesla vehicles.

Krafcik says Musk is not being realistic: "It is a misconception that you can just keep developing a driver assistance system until one day you can magically leap to a fully autonomous driving system. In terms of robustness and accuracy, for example, [Waymo] sensors are orders of magnitude better than what we see on the road from other manufacturers".

Five years ago, Tesla began selling cars they've promoted as hardware-ready for full self-driving once the software is ready; buyers have been paying thousands of dollars or euros for a so-called "full self-driving" software package Tesla keeps promising to deliver... sometime in the future. Musk initially said the "full self-drive" update would roll out in 2018. That year came and went, though, and so have two more years (and counting) without the magic software coming to light.

Waymo's leaders have long doubted the foundations and substance of Musk's claims. They, like most of the rest of the AD/AV industry, consider lidar sensors absolutely necessary for self-driving vehicles, for the foreseeable future. The Waymo team point to their own experience as support for their position on the matter. Last decade, Waymo's former parent company Google developed a system similar to current versions of Musk's "Autopilot", and mulled offering it to OEMs. But trialling the software on public roads revealed that drivers trusted it far too much; instead of monitoring the system and staying ready to take control as they were meant to, they treated it as a cartoon car-of-the-future

fantasy come true and put their attention on their phones, their coiffure, and other non-driving tasks.

The trouble is that as driver assistants grow better and better, it grows more and more difficult to make human drivers pay meaningful, vigilant attention, so it grows less and less likely they'll be prepared to take control of the car if the software fumbles. The team that would eventually become Waymo saw no effective workaround to this conundrum, so instead they worked on building a RoboTaxi service with trained safety drivers and without general-public humans in the driving seat.

According to Krafcik, Waymo have substantially completed technical work on their self-driving software, and now are focused on deploying and scaling up the technology.

Hella Camera Software Sale to VW is Complete

DRIVER ASSISTANCE NEWS



Hella have successfully completed the sale of their front camera software business, based at Berlin subsidiary Hella Aglaia, including the associated testing and validation area. Following approval by antitrust authorities and the fulfilment of further contractual conditions, the business has been transferred to the Volkswagen Group's Car.Software Organisation as of 1 February. The transaction generated about €120m in pre-tax income for Hella.

The remaining activities at Hella Aglaia in the areas of energy management, lighting control and people sensing will carry on, and the subsidiary will be further strengthened by being responsible for Hella's Global Software House founded last year.

After taking over the front camera division from Hella, VW want to integrate the new Car.Software organisation. For the VW Group's Car Software Organization (CSO), which was only founded in 2020, it is the first major takeover. This deliberately strengthens the area of image processing, in which the VW subsidiary previously had little to offer.

Hella Sell MHE JV Shares

DRIVER ASSISTANCE NEWS



Hella will sell their 50% share in South Korean JV Mando Hella Electronics (MHE) to Mando, in a transaction expected to close in the first quarter of this year.

With the sale of the JV shares, Hella say, they are continuing their active portfolio management: "We have worked very successfully with Mando in South Korea over the last twelve years and have further strengthened our position in the very important South Korean market," said Hella CEO Dr. Rolf Breidenbach. "To meet the growing demands of South Korean customers even better with regard to global coverage, and to give them access to our entire product range, especially in the areas of electrification and autonomous driving, we will now further push our direct business based on our global development and production network. In this context, we will also gradually expand our own activities in South Korea."

Mando Hella Electronics, based in Incheon, South Korea, was founded in 2008. The product range includes components such as ADAS, sensors, brake control systems, steering control systems. In fiscal year 2019/2020, the JV generated sales of €480m with 1,300 employees at four locations.

General News

Daimler to Become Mercedes-Benz, Split Truck & Car Units

GENERAL NEWS



Daimler will split up into the world's largest makers of luxury cars and commercial vehicles, renaming themselves Mercedes-Benz and separately listing their truck unit by year-end.

The move represents the start of a "profound reshaping of the company," Daimler management board chair Ola Källenius says. "Mercedes-Benz Cars & Vans and Daimler Trucks & Buses are different businesses with specific customer groups, technology paths and capital needs. Given this context, we believe they will be able to operate most effectively as independent entities, equipped with strong net liquidity and free from the constraints of a conglomerate structure".

Daimler's truck unit could be worth about €29bn if valued at multiples similar to Volvo AB, although substantially improved returns would be needed to justify that valuation, Deutsche Bank analysts wrote in a January report.

Prepare for Big Market Upswing: VW's Diess

GENERAL NEWS



Volkswagen Group CEO Herbert Diess provided an upbeat outlook for the second half even as COVID-19 and a global shortage of semiconductors is poised to hit first-quarter results.

"I am looking forward to 2021 and I expect that the global economy will see an upturn in the second half of the year, by which time we should see ongoing vaccination programs take effect," Diess told executives in an internal webcast last week. "Then I expect people to buy more cars. We should prepare for a significant upturn," Diess said.

The webcast was Diess's first with top managers this year and was attended by new VW group management board members Murat Aksel, who heads purchasing, and Thomas Schmall, the group's new technology boss.

Diess said last month that VW expects to sell about 600,000 purely battery-powered cars this year, with the ID.4 accounting for 150,000 cars. He emphasized though that VW will seek to protect margins while boosting sales volumes.

The CEO and key stakeholders, including the powerful labour side, agreed in December to reach a deal in the first quarter to lower fixed costs and material expenses to become more nimble.

"We have set ourselves the target of reducing overheads by five per cent and material costs by seven per cent", Diess said.

Millbrook Merges with UTAC CERAM

GENERAL NEWS



UTAC CERAM have finalised a merger with the British group Millbrook, both key partners to automotive customers in Europe and around the world. The two companies' merger will create a market-leading group in vehicle testing, type approval, and emerging technologies for autonomous, connected, and electric vehicles.

Millbrook provide independent, impartial vehicle test and validation services and systems to customers in the automotive, transport, tire, petrochemical, and defence industries. They have a range of test facilities for full vehicles, tires, and components located in the UK, the USA, and Finland—including outdoor and indoor test tracks in the UK (the 5G-enabled Millbrook Proving Ground) and Northern Finland (Test World) and test laboratories covering everything from battery safety to full vehicle durability.

Volvo Car Sales Leap Up

GENERAL NEWS



VOLVO XC40

Starting 2021 on a strong note, Volvo Cars reported the best January in their history as Europe, China, and the US all reported increasing sales. Global sales rose by 30 per cent to around 60,000 cars, boosted by a strong year-on-year performance in China where the company more than recovered losses from earlier COVID-19 shutdowns.

Demand for Volvo Cars' SUV line-up remained strong and represented 71 per cent of overall volumes, while the popularity of its Recharge line-up of chargeable cars continued to grow.

The volume of Recharge models more than doubled in January year-on-year, now accounting for 23 per cent of all Volvo cars sold globally.

In China, sales grew by 90 per cent to 19,000 cars in January, as Volvo Cars' biggest market more than recovered from a pandemic-related sales drop in the first month of last year. US sales reached 8,000 cars in January, an increase of 32 per cent compared with the same period last year. The company's SUV range drove the strong sales increase. European sales for the month increased by 9 per cent to 25,000 cars sold, helped by strong performances in key markets such as Sweden, Germany and the Netherlands. Recharge cars amounted to 41 per cent of total European sales.