# Equity in Transportation: The Volvo Perspective

As we look around us, populations are outgrowing infrastructure, air quality is deteriorating, traffic accidents have become a global health concern and commute times continue to increase. At the same time, our desire for efficiency and constant connectivity is stronger than ever.

It’s with this context in mind that Volvo Cars has reframed the human-centric approach it was founded upon, into a focus on providing ‘Freedom to Move’ that is Personal, Sustainable and Safe.

Despite our ‘uniquely Volvo’ perspective, we are under no illusion that brands in isolation – or even the automotive industry in isolation – can possibly tackle the current challenges alone. Already, advances in vehicle intelligence are happening at a far greater rate than advances in infrastructure, which has become a critical consideration for a vast array of stakeholders and reinforces the need for collaboration and standardisation in the years ahead.

With this collaboration in mind, and closely aligned with the ‘Equity in Transportation’ conference theme, in 2019 Volvo Cars launched the E.V.A initiative - Equal Vehicles for All – which saw the release of more than 100 papers from over 40 years of accident research, reinforcing our position as the world leader in safety and, most importantly, ensuring the benefit of our learnings is as wide reaching as possible.

A quick Google search for the term 'autonomous cars' produces over 100 million references and there's no question that autonomy is one of the most dramatic shifts the automotive industry has ever seen. Not surprisingly, Volvo Cars’ approach to an increasingly autonomous future has been equally human-centric. Given the potential benefits in terms of safety, productivity and sustainability, we can be sure that autonomous cars will have a profound impact on how people travel, how we design our cities and how we use infrastructure.