

Volvo unveils revolutionary inflatable child seat

Children's car seats are historically bulky, hard to move and tedious to mount.

This is why Volvo Cars has designed a lightweight and inflatable rearward-facing child seat concept using groundbreaking technology.

The seat is safe, easy to pack and carry and will enable parents to use it in many situations not practical with the seats on the market today.

The concept presents new opportunities, for example grandparents and friends who take care of your kids and need an ultra mobile child seat.

It is also very convenient when travelling by taxi, rental car or bus, situations where you historically had to rely on the safety measures available.

The seat has an innovative pump system that is silent and efficient in its construction.

The seat inflates in less than 40 seconds and deflates with an integrated pump. The total weight of the seat less than 5 kg, half the weight of a contemporary seat, and it is constantly online via Bluetooth enabling a wide range of features, including remote controlled inflation. It fits into a weekend bag together with other necessities for your child.

The Inflatable Child Seat Concept faces the rear of the car, as it is the safest way for children to travel.

A child's neck is under development and not as strong as an adult's neck. In a frontal impact collision, the head of a forward-facing car occupant is thrown forward inducing great strain on the neck.

Children therefore need special restraints and to face the rear of the vehicle until at least 3-4 years of age.



Volvo has developed an inflatable child seat that deploys in under 40 seconds.



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From May 26 until May 31, Ontario Automotive Recyclers Association members across Ontario will donate all Passenger, Light Truck and Agricultural tire recycling fees to The Sunshine Foundation of Canada and make dreams come true for children with severe physical disabilities or life-threatening illnesses.

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LEASE PAYMENTS INCLUDE FREIGHT AND PDI.

*BI-WEEKLY LEASE ONLY AVAILABLE ON 48-MONTH TERMS OR GREATER.



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*No purchase necessary. Closes June 2/14 (10 p.m. ET). Open to Ontario residents (18+). Enter when you purchase, lease or finance a new previously unregistered 2014 Honda Civic from an Ontario Honda Dealer by June 2/14. Four prizes (one per week) available – each consisting of a cheque in the amount of the selling price (inclusive of applicable fees and taxes) of the eligible vehicle. Example: if a winner purchased, leased or financed a 2014 Civic DX Sedan 5MT (model FB2E2EEX), then his/her prize will consist of a cheque in the amount of \$19,504.98 (calculated as \$15,690 MSRP, \$1,495 freight and PDI, plus applicable EHF tires (\$29), EHF filters (\$1), A/C levy (\$100 except Civic DX), OMVIC fee (\$5), PPSA lien registration fee (\$40), lien registering agent's fee (\$5.65), and \$2,239.33 taxes). Skill-testing question required. Non-winning eligible entries automatically carry forward to subsequent draws. Odds depend on number of eligible entries. Full rules (including no purchase entry details) at HondaOntario.com. Limited time bi-weekly lease offers available through Honda Financial Services Inc. (HFS), to qualified retail customers on approved credit. Bi-weekly payments include freight and PDI (ranges from \$1,495 to \$1,695 depending on 2014 model), EHF tires (\$29), EHF filters (\$1), A/C levy (\$100 except Civic DX & Fit DX models), and OMVIC fee (\$5). Taxes, license, insurance and registration are extra. ²Representative bi-weekly lease example: 2014 Civic DX Sedan // 2014 Fit DX // 2014 CR-V LX 2WD on a 60 month term with 130 bi-weekly payments at 0.99% // 0.99% // 1.99% lease APR. Bi-weekly payment is \$78.82 // \$66.87 // \$134.80 with \$0 down or equivalent trade-in, and \$800 // \$2,250 // \$1,250 total lease incentive included. Down payments, \$0 security deposit and first bi-weekly payment due at lease inception. Total lease obligation is \$10,246.59 // \$8,692.94 // \$17,524.60. 120,000 kilometre allowance; charge of \$0.12/km for excess kilometres. PPSA lien registration fee of \$45.93 and lien registering agent's fee of \$5.65, due at time of delivery are not included. For all offers: license, insurance, other taxes (including HST) and excess wear and tear are extra. Taxes payable on full amount of purchase price. Offers only valid for Ontario residents at Ontario Honda Dealers. Dealer may lease for less. Dealer order/trade may be necessary. Vehicles and accessories are for illustration purposes only. Offers, prices and features subject to change without notice. See your Ontario Honda Dealer or visit HondaOntario.com for full details. **Based on Association of International Automobile Manufacturers of Canada (AIAMC) data reflecting sales between 1997 and December 2013.