

# Research Challenges facing the Commercial Transport Industry and the Volvo Group way of meeting these Challenges



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Volvo Group ([www.volvo.com](http://www.volvo.com)) has obtained a leading position within the commercial transport industry sector combining a strong customer focus with having a very consistent focus on utilizing research and development to drive an effective product cycle management process. Based on both long term research and more near horizon product development several new concepts have been taken into commercial successful products, features and solutions over the years. Particular emphasis has been given to traffic safety and environmental care. The increased competitiveness in the market place by, e.g., emerging new players combined with increasingly stronger requirements put on the products, not at least concerning environmental performance, implies that business as usual in the research and development field is no longer an option. An increased efficiency is a must. This talk will give a brief description of Volvo Group and the challenges facing us. Utilizing this background a description on how Volvo met these challenges including how we strengthen our university partnerships will be given. Finally, a brief reflection on the differences between our research activities in Europe and Sweden will be given.

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