

## Autoliv's Night Vision Selected For Cadillac's Truth + Dare Driving Experience

(Stockholm, Sweden, July 14, 2016) – – – Autoliv, Inc. (NYSE: ALV and SSE: ALIVsdb), the worldwide leader in automotive safety systems, is invited to showcase the company's Night Vision technology as part of Cadillac's Truth + Dare driving experience. The event will demonstrate Cadillac vehicles' luxurious features, agile drive dynamics, and cutting-edge technology. Participants will explore the benefits of Night Vision and its ability to alert drivers of pedestrians and animals in the path of the vehicle.

The first-ever Cadillac CT6 features the industry's most advanced Night Vision safety technology, developed exclusively by Autoliv. Night Vision uses an infrared camera mounted in the front grille of the vehicle that senses temperature differences, making objects on the road visible to the driver even through darkness, fog and smoke. Autoliv's custom algorithms detect animals and pedestrians in the path of the vehicle, and enables alerts to the driver through icons in the instrument cluster and head-up display. If the vehicle is in danger of a collision with a pedestrian or animal, a rapid beeping tone or pulsing of the safety alert seat is activated.

"We are thrilled to be a part of Cadillac's Truth + Dare event," said Stuart Klapper, Autoliv Night Vision Managing Director. "This is a great opportunity for Autoliv to exhibit our Night Vision Active Safety technology to Cadillac's guests, and are honored that Cadillac has selected Night Vision to be presented amongst other cutting-edge technologies at this event."

The Truth + Dare driving experience launches in New York on July 14<sup>th</sup>, and will continue on to Houston, Dallas, Los Angeles, Chicago, and Miami.

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### **About Cadillac Truth + Dare**

*Cadillac Truth + Dare is a nationwide, six city tour that highlights the duality of the Cadillac brand. With award-winning innovation and refinement, Cadillac is setting a new standard for excellence. Cadillac customers can discover the captivating design, performance and technology of Cadillac's entire product line—in one day, in one location—free of any commitment. The Cadillac Truth + Dare offers a range of driving experiences that profile bold product truths and provide pulse-pounding thrills.*

*For more information about the Cadillac Truth + Dare, please visit: [www.cadillactruthanddare.com](http://www.cadillactruthanddare.com).*

### **About Autoliv**

*Autoliv, Inc. is the worldwide leader in automotive safety systems, and through its subsidiaries develops and manufactures automotive safety systems for all major automotive manufacturers in the world. Together with its joint ventures, Autoliv has more than 80 facilities with around 66,000 employees in 27 countries. In addition, the Company has 22 technical centers in nine countries around the world, with 20 test tracks, more than any other automotive safety supplier. Sales in 2015 amounted to about US \$9.2 billion. The Company's shares are listed on the New York Stock Exchange (NYSE: ALV) and its Swedish Depository Receipts on the OMX Nordic Exchange in Stockholm (ALIV sdb). For more information about Autoliv, please visit our company website at [www.autoliv.com](http://www.autoliv.com).*

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## **Safe Harbor Statement**

*This report contains statements that are not historical facts but rather forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Such forward-looking statements include those that address activities, events or developments that Autoliv, Inc. or its management believes or anticipates may occur in the future. All forward-looking statements are based upon our current expectations, various assumptions and data available from third parties. Our expectations and assumptions are expressed in good faith and we believe there is a reasonable basis for them. However, there can be no assurance that such forward-looking statements will materialize or prove to be correct as forward-looking statements are inherently subject to known and unknown risks, uncertainties and other factors which may cause actual future results, performance or achievements to differ materially from the future results, performance or achievements expressed in or implied by such forward-looking statements. Numerous risks, uncertainties and other factors may cause actual results to differ materially from those set out in the forward-looking statements. The Company undertakes no obligation to update publicly or revise any forward-looking statements in light of new information or future events. For any forward-looking statements contained in this or any other document, we claim the protection of the safe harbor for forward-looking statements contained in the Private Securities Litigation Reform Act of 1995, and we assume no obligation to update any such statement.*

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