



**MOTIVATION OF THE JURY
for the attribution of the Price of Excellency
("Prix d'Excellence 2009")
to Volvo Trucks France**

This year the Jury of the "Prix d'Excellence" has found it particularly important to make it a priority to award long term orientations and work susceptible of contributing to viable solutions for the diminishment of the nuisances that affect our environment.

In view of the impact of road transports on our environment in a saturated Europe totally dependent on this vector of exchange, the Jury has chosen as the winner of the Price of Excellency 2009, a company in this field of activity, which in a decisive manner has taken serious steps to contribute to resolve this problem.

Thus, the Jury wishes to reward Volvo Trucks France for being the first company in France to present a hybrid garbage truck, after many years of efforts and substantial investments in Research and Development by its Swedish parent company in Gothenburg, having developed a unique technology and conceived the first hybrid truck engine of this kind in the world.

In its considerations, the Jury has been strongly impressed by the initiative of Volvo Trucks France, during a period of world economic crisis, to take such a strong action, invest in, and lead the way forward to improve our environment and contribute to the re-establishment of the ecological balance.

By introducing this very important new technology, giving significant reductions of the fuel consumption and the emission of polluting substances, and in particular of CO₂, in an area where the impact would be decisive, Volvo Trucks France demonstrates its commitment to a sustainable development and a healthier and safer environment, which the Jury salutes by awarding it the Price of Excellency 2009.

In the environmental area, the Jury has also been impressed by the global approach of Volvo Trucks France in its provision of complete road transportation solutions, including such activities as its driver training programs aiming at a better ecology, its special Eco Fuel program to reduce the fuel consumption and CO₂ emissions, and the active holding in its name of 50% of its French distribution and service network (which is exceptional in the world of Volvo Truck subsidiary companies).

Furthermore, the Jury congratulates Volvo Trucks France for its security program "Safety Tour" to enhance road security in France.