

ROAD TO SAFETY

A Program To Educate Very Young Drivers

(NAPSA)—It's said that it's never too early to learn the rules of the road. To support this idea, a well-known car maker has partnered with a popular toy company to promote safe driving and family values.

In addition, there's an online contest that encourages people to answer an age old question. How many toy bricks does it take to build a full-size SUV?

To kickoff a sponsorship agreement between two Scandinavian icons, Volvo and LEGO, a Volvo XC90 made entirely of LEGO's modeling bricks was unveiled for the first time to hundreds of families in a dedication ceremony at the theme park that carries the toy maker's name.

Plus, the park's popular Driving School (ages 6 to 13) and its Jr. Driving School (ages 3 to 5) attractions were reintroduced to carry Volvo's name and reputation for safety.

These popular park attractions offer children an opportunity to drive electric-powered vehicles within the controlled environment of the drive course.

The rules of the road are emphasized, as well as good safety habits such as buckling up seatbelts. "Volvo is strongly committed to safety and family, and will emphasize these values while working with the park to develop innovative safety awareness activities," said Vic Doolan, president and CEO of Volvo Cars of North America (VCNA). "By encouraging safety as a learned behavior at an early age, we all benefit—it's never too early to learn about the



Photo credit: Denis Poroy/LEGOLAND California

Young drivers take a spin at the Volvo Driving School attraction at LEGOLAND California.

rules of the road."

Doolan also revealed a life-size replica of the car maker's award-winning SUV, the XC90, made completely of LEGO bricks. As the recognized leader of safety in the automotive industry, Volvo is the "Official Car" of LEGOLAND® California. In this role, the Volvo XC90 made of LEGO bricks will reside in the theme park as a symbol of the two companies' commitment to safety and family.

To add a little more fun for everyone across America, Volvo has announced an online contest that asks participants to guess how many bricks it took to build this one-of-a-kind SUV. To enter, visit www.volvocars.us.

VCNA, part of the Volvo Car Corporation, provides marketing, sales, parts, service, technology and training support to Volvo automobile retailers in the United States, Canada, Mexico and Puerto Rico.