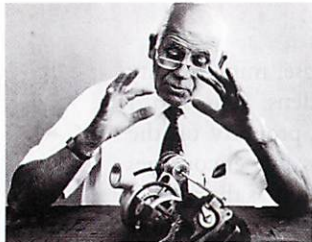


It was a match made in heaven. Invention has



always led the way at Saab. Just not in the way you'd expect. The idea for the modern day crumple zone was born after one of our engineers survived a plane crash. Inspiration strikes at the strangest times.

In the 1970s, we achieved big V8 power by going small. We started a turbo revolution. After a Saab engineer was injured in a rear-impact collision, she designed a front-seat headrest that catches the head before whiplash occurs. It's called the



Saab Active Headrest System (SAHRS). Necks all over the world are



thankful. We were first to install heated seats in 1971. The idea came from a Saab designer with back problems. Toasty comfort while driving is still the result. Now we bring you the all-new Saab 9-5 Sport Sedan. It's the culmination of virtually every

idea we've ever brought to the road. The kind of thinking you'd expect from an independent company. Because at Saab, the spirit of invention is in everything we do. Yes, it starts with necessity. But inspiration does the rest.



See where Saab is headed next, visit saabusa.com.

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Necessity is
the mother of
invention.

Guess that
makes
us the father.