



# Blueair and Volvo Car to Offer Fresh Indoor Air to Visitors at Beijing Auto Show

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*Blueair, a leading maker of premium indoor air cleaners, and Volvo Car will give visitors to the 2014 Beijing Auto Show a breath of clean air on Volvo's stand.*

STOCKHOLM, SWEDEN, April 19, 2014 /EINPresswire.com/ -- [Blueair](#), the world's leading maker of [premium indoor air cleaners](#), and Volvo Car Group are partnering to provide visitors to the 2014 Beijing Auto Show in mid-April a breath of fresh air on the Swedish car-makers stand.

The [Swedish clean indoor air technology](#) company has provided four high performance Blueair 503 units for the Volvo Car Lounge as well as ten of its award-winning Blueair Sense air purifiers for Volvo stand offices. Blueair's air purifiers clean indoor air of multiple airborne pollutants such as dust and smoke particles, infectious viruses and odors.

Last year saw Blueair beat 22 other indoor air cleaners in an independent comparative study by the Shanghai Consumer Rights Protection Commission to emerge the best in protecting Chinese consumers from PM2.5 particles and formaldehyde pollution, arguably the two most serious indoor air threats to human health.

Blueair, a Swedish company formed in 1996, today sells its air purifiers in 50 countries around the world. Founder and CEO Bengt Rittri said:

"We are happy to be partnering with Volvo Cars at the Beijing Auto Show to give visitors a chance to breathe air as fresh as nature intended in what is a very crowded, busy show environment. Both Blueair and Volvo Cars are strong Swedish brands that come from a country famed globally for being eco-friendly, yet that also suffers air pollution often created in other countries."

Mr. Rittri noted how a bombshell study in 13 European countries by Utrecht University in Holland showed long-term exposure to air pollution results in increased mortality, even when the pollution is below limits set by the European Union. The study indicated that with each increase of 5mg per cubic meter of particulate matter, the risk that someone dies increases by seven percent. Europe's air quality norm is 25 mg per cubic meter.

"We admire Volvo Cars for its ongoing vision and investment in technologies to both reduce exhaust emissions and clean the environment inside the car of health-impairing substances and materials. It is an ethos we equally share at Blueair because we feel everyone has the right to breathe clean air," said Bengt Rittri.

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