



## **Accelerating vehicle safety in ASEAN Region**

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## NCAP FOR SAFER CARS...WORLDWIDE

Promote a market for safety by raising awareness of the car buying public and encouraging manufacturers to build safer vehicles



Nine NCAPS or similar bodies  
active in Asia, Australia, Europe,  
Latin America and the USA








## #SAFERCARSFORAFRICA

### RESULTS 2017

			
 Toyota ETIOS	✓2	★★★★☆	★★★★☆
 Renault SANDERO	✓2	★★★★☆	★★★★☆
 Volkswagen POLO VIVO	✓2	★★★★☆	★★★★☆
 Datsun GO+	✓1	★☆☆☆☆	★★☆☆☆
 Chery QQ3	×	☆☆☆☆☆	☆☆☆☆☆

## #SAFERCARSFORAFRICA

### RESULTS 2018

			
 Toyota YARIS	✓2	★★★★☆	★★★★☆
 Kia PICANTO	✓1	★★★★☆	★★★☆☆
 Hyundai i20	✓2	★★★★☆	★★★☆☆
 Nissan NP300 HARDBODY	✓2	☆☆☆☆☆	★★★☆☆



## SAFER CARS FOR AFRICA



There is evidence of increased consumer awareness of vehicle safety performance. AA South Africa, our partner for Safer Cars for Africa, conducted a survey of 650 people and found that:

- 75% of prospective car buyers would be influenced by whether a car has been crash tested
- 81% of prospective buyers said safety ratings would influence their decision



# #SAFERCARSFORAFRICA

## SOCIAL MEDIA STATISTICS

### #SAFERCARSFORAFRICA

number one trend on twitter  
in Cape Town and  
top 5 in South Africa  
on the day of the launch.

### REACH

Twitter: 95,814,707

Facebook: 22,973,469

Instagram: 132,941



## Safer Cars For India: 2014 - 2018



- Launched in 2014 with first ever crash test results in India. Tested five best selling and important cars (eg:Tata Nano).
- Tested all five at both UN Regulation 94 Frontal Impact (56 km/h) and NCAP version at (64 km/h).
- All models but one failed UN Regulation and scored zero stars. One model (VW Polo) was then upgraded to four stars with fitment of airbags.
- Occupant fatalities account for about 17% of total and frontal impacts most common cause of death & serious injury
- India currently fourth largest car manufacturing country worldwide.



- Strong media reaction to tests. Hostile response from some car makers claiming Indian market not suitable for our tests, speed too high, and demand for safety low. Indian consumers “no interest” in air bags etc.
- Positive reaction from government responding with new legislative initiative.
- Positive reaction from some manufacturers making commitments to make air bags standard and improve model range.

## #SAFERCARSFORINDIA

RESULTS 2014 - 2018				
	Tata Nexon	✓2	★★★★★	★★★☆☆
	Toyota Etios	✓2	★★★★★	★★★☆☆
	Tata Zest	✓2	★★★★★	★★★☆☆
	Suzuki Maruti Vitara Brezza	✓2	★★★★★	★★★☆☆
	Volkswagen Polo	✓2	★★★★★	★★★☆☆
	Ford Aspire	✓2	★★★★★	★★★☆☆
	Honda Mobilio	✓2	★★★★★	★★★☆☆
	Renault Duster	✓1	★★★★★	★★★☆☆
	Renault Kwid (IV)	✓1	★★★★★	★★★☆☆
	Renault Kwid (III)	✓1	★★★★★	★★★☆☆
	Renault Kwid (II)	×	★★★★★	★★★☆☆
	Renault Kwid (I)	×	★★★★★	★★★☆☆
	Volkswagen Polo	×	★★★★★	★★★☆☆
	Ford Figo	×	★★★★★	★★★☆☆
	Suzuki Maruti Eeco	×	★★★★★	★★★☆☆
	Hyundai Eon	×	★★★★★	★★★☆☆
	Suzuki Maruti Alto	×	★★★★★	★★★☆☆
	Renault Duster	×	★★★★★	★★★☆☆
	Mahindra Scorpio	×	★★★★★	★★★☆☆
	Renault Lodgy	×	★★★★★	★★★☆☆
	Datsun Go	×	★★★★★	★★★☆☆
	Chevrolet Enjoy	×	★★★★★	★★★☆☆
	Tata Zest	×	★★★★★	★★★☆☆
	Suzuki Maruti Celerio	×	★★★★★	★★★☆☆
	Honda Mobilio	×	★★★★★	★★★☆☆
	Suzuki Maruti SWIFT	×	★★★★★	★★★☆☆
	Hyundai i10	×	★★★★★	★★★☆☆
	Tata Nano	×	★★★★★	★★★☆☆

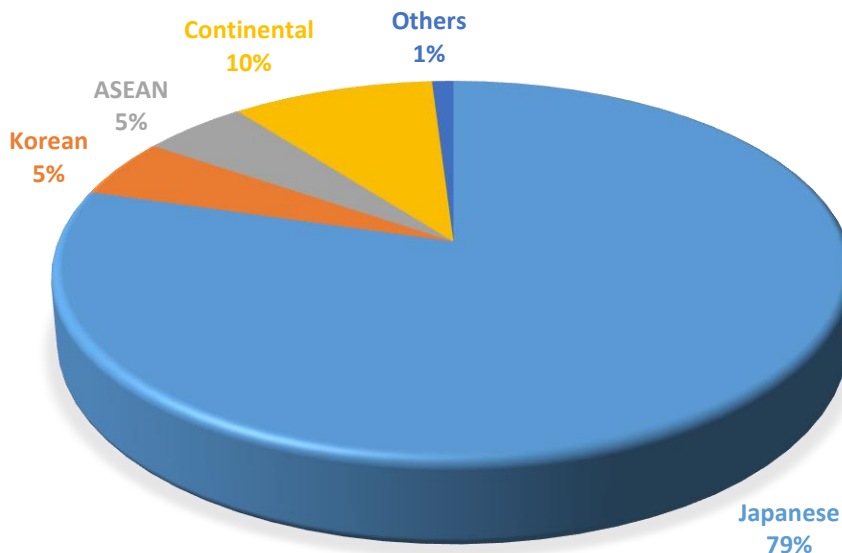
- Race now on for first five star car. New four star models are well above new legislative standard.
- Zero star cars will be eliminated by application of new crash test standards to be applied to all cars in production by October 2019.
- Increase in manufacturers volunteering for test in order to obtain star rating.





## ASEAN NCAP

ASEAN MARKET



- By the end of 2017:
- Completed testing of **top 30 models**
  - **46** models from the top 60 models
    - **90%** market share
  - 9 out of 10 cars sold in ASEAN Region are rated with ASEAN NCAP
  - **96%** are rated 4 stars & above



# #50by30



***‘It always seem  
impossible until  
it’s done’***

**- Nelson Mandela**



# Thank You!



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