

ANCAP

Safety ★★☆☆☆



**Datestamping:
The Facts.**



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Safety ★★★★★



Datestamping: The Facts.

ANCAP is making it easier for consumers to identify the requirements against which each car has been tested.

A new datestamp element signifying the Rating Year* of each vehicle rated by ANCAP has been added to the existing range of ANCAP safety rating logos.

Why the datestamp?

In order to provide consumers with the safest cars possible and encourage continuous improvement in vehicle safety design, ANCAP is continuing to raise the bar for each of its safety (star) ratings.

Requirements for each star rating are increasing year by year and to ensure consumers are provided with clear, concise and consistent information, ANCAP has introduced a datestamp element to its range of rating logos.

The new datestamp element (e.g. "Tested 2014") signifies the year requirements against which a vehicle has been tested.

Where should the datestamped logos be used?

ANCAP rating logos are used to indicate the ANCAP safety rating awarded to a particular vehicle model (and applicable variants within that model range).

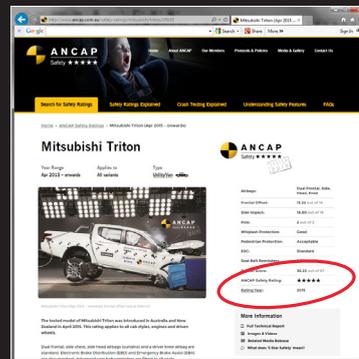
Currently, these rating logos are used across a wide range of manufacturer marketing, advertising, point-of-sale (dealership) material, new car advertisements, signage and digital content as well as by motoring and mainstream media, fleets and employers, automotive reviewers, transport agencies and authorities and other consumer information organisations. They provide consumers with a clear visual reference as to the ANCAP safety rating of a vehicle.

From 2015, the ANCAP rating logos with datestamp should be used across these, and like materials, in place of all former ANCAP rating logos (i.e. non-datestamped rating logos).

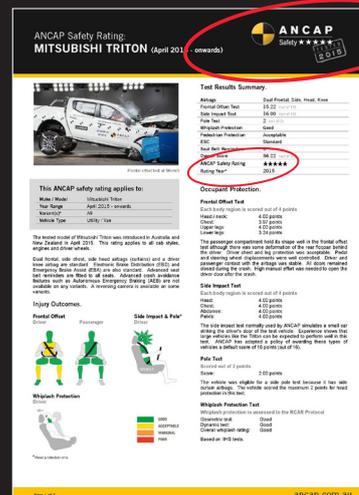
Which datestamp do we use?

The year that features within the datestamp signifies the Rating Year, and hence the corresponding requirements, against which that vehicle was tested.

To determine which datestamp year should be used when including ANCAP rating logos in your material, simply visit ancap.com.au and look up the vehicle model in question. The relevant datestamp year will be the Rating Year as listed for that vehicle model / variant - this can be found either by locating the Rating Year field within the individual crash test result webpage for that vehicle, or within the Technical Report produced for each vehicle rated by ANCAP.



Location of Rating Year detail on each crash test result webpage.



Location of Rating Year detail within ANCAP Technical Reports.

ANCAP is introducing datestamps to its range of safety rating logos.

Here are the facts.

When should the datestamped logos be used?

The series of ANCAP rating logos with datestamp are to be used in place of the former, non-datestamped rating logos.

2014 will allow for a soft introduction, with use of the ANCAP rating logos with datestamp to take full effect, and to be used by all relevant parties across all relevant materials, **as of 1 January 2015**.

While the datestamped rating logos do not have to be used when advertising vehicles rated prior to July 2014, all new material produced from July 2014 for vehicles rated from July 2014, must include the relevant ANCAP rating logo with datestamp.

Distribution of datestamped logos.

During the second half of 2014, manufacturers, the media, ANCAP member organisations and other relevant parties were provided with the range of ANCAP rating logos with datestamp for both the 2014 and 2015 Rating Years.

These were provided on disk in a range of formats and styles together with an updated copy of the *ANCAP Brand Usage Guidelines*.

The ANCAP rating logos with datestamp for the forthcoming year(s) will be distributed to stakeholders annually in November / December of each year.

In addition, at the time a new ANCAP safety rating is published, manufacturers will be provided (by email) with the specific datestamped rating logo applicable to that model.

The most up-to-date versions of the ANCAP logo range can be obtained by emailing ancap@ancap.com.au.

ANCAP's *Brand Usage Guidelines* are available for download from ancap.com.au/media-and-gallery.

How should the datestamped logos be applied?

For rules of use and examples of correct application including colours, fonts, positioning, minimum size and clear space restrictions, please refer to the *ANCAP Brand Usage Guidelines*.

ANCAP requests those utilising ANCAP logos and other brand elements provide final design layouts to ANCAP for approval in advance of publication.

More information.

For more information on the introduction and use of ANCAP logos and brand materials, please contact:

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* The Rating Year denotes the year requirements against which a vehicle has been assessed. The Rating Year is determined by ANCAP and may be based on the year in which a new vehicle model is first launched into the Australian and/or New Zealand markets; the year in which the vehicle was tested (if tested by Euro NCAP); or, for vehicles which hold an existing ANCAP safety rating, the year in which the rating was updated (or earlier applicable year).

^ Please ensure ANCAP rating logos are applied only to those models and model variants which have been rated by ANCAP. Visit www.ancap.com.au to check variant / model year applicability.



A N C A P

Crash testing for safety

AUSTRALASIAN
NEW CAR ASSESSMENT
PROGRAM

As Australasia's leading independent vehicle safety advocate, ANCAP provides consumers with transparent advice on vehicle safety through its safety rating program.

ANCAP recommends 5 star rated vehicles. Accept nothing less.

ancap.com.au