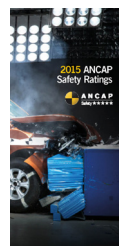




TITLE: *The Focus of Vehicle Safety has Shifted*
ITEM: A5 landscape booklet / DL 20 page brochure

This general information booklet outlines ANCAP's function; member organisations; injury outcomes based on star ratings; vehicle safety features; the range of ANCAP safety tests; the way in which ANCAP safety ratings are calculated; and the future direction of vehicle safety.

Available in two formats - A5 and DL.



TITLE: *2015 ANCAP Safety Ratings*
ITEM: A5 landscape booklet / DL 12-fold brochure

Lists the crash test results and ANCAP safety ratings of all vehicles rated by ANCAP in 2015.

Available in two formats - A5 and DL. Issued annually.



TITLE: *2014 ANCAP Safety Ratings*
ITEM: A5 landscape booklet / DL 12-fold brochure

Lists the crash test results and ANCAP safety ratings of all vehicles rated by ANCAP in 2014.

Available in two formats - A5 and DL. Issued annually.



TITLE: *ANCAP Smartphone pocket brochure*
ITEM: Smartphone-shaped brochure (75mm x 135mm)

Encourages consumers to check ANCAP safety ratings on the go using their internet-enabled smartphones.



TITLE: *Attention Dealers & Fleet Managers*
ITEM: DL single-sided flyer

Encourages dealers and fleet managers to subscribe via the ANCAP website to receive the latest free news and updates on ANCAP safety ratings.



TITLE: *Ask for Autonomous Emergency Braking*
ITEM: DL double-sided flyer

Explains the technology and benefits of Autonomous Emergency Braking (AEB). Encourages consumers and fleet purchasers to ask for AEB when making their next purchase. Two versions are available - one for general consumers, "Ask for AEB when you buy your next 5 star car", and one for fleet purchasers, "For your next fleet purchase, make AEB a priority".



TITLE: *Windscreen Banner*
ITEM: Electrostatic banner (800mm x 390mm)

Large, reusable banner to be used by dealers for showroom promotion of 5 star rated vehicles. To be centred across vehicle windscreens. Designed inline with ANCAP vehicle rating labels (below) to present a unified ANCAP brand to consumers at the point-of-sale.



TITLE: *Vehicle Rating Label*
ITEM: Self-adhesive label (100mm x 150mm)

Self-adhesive label designed for dealership promotion of 5 star rated vehicles. Designed to adhere to the inside of vehicle windscreens, identifying that model as holding the maximum 5 star ANCAP safety rating. The vehicle rating label includes the Rating Year datestamp indicating the year requirements against which that vehicle was tested. It also features an interactive QR code which consumers can scan with their smartphone directing them to the ANCAP website.



TITLE: *Vehicle Windscreen Label*
ITEM: Self-adhesive label (90mm x 130mm)

Self-adhesive double-sided label designed to prompt new car buyers to check the ANCAP safety rating of that vehicle before purchase. Designed to adhere to the inside of vehicle windscreens at the dealership.



TITLE: *'Scan Now' Sticker*
ITEM: Vinyl self-adhesive sticker (105mm x 40mm)

Small sticker (simplified version of the ANCAP vehicle rating label) featuring the tag line '*Thinking safety?*' and an interactive QR code prompting consumers to scan to check ANCAP safety ratings on the go. For adhering to either the rear screen or rear quarter windows of all vehicles on display at the dealership.



TITLE: *'Bumper' Sticker*
ITEM: Transparent self-adhesive sticker (95mm x 45mm)

Small, weather-proof transparent sticker featuring the ANCAP 5 star rating logo and tag line, '*Accept nothing less*' printed in white. For adhering to either the rear screen or rear quarter windows of 5 star vehicles either for showroom promotion or for delivery.



TITLE: *Star Floor Decals*
ITEM: Self-adhesive floor stickers (630mm x 600mm)

Large star-shaped, non-slip stickers for adhering to the showroom floor. All decals feature the 5 star ANCAP rating logo and URL and are available with the tag lines:

- '*Accept nothing less*'
- '*Is your car 5 star?*'
- '*Make a 5 star choice*'
- '*Don't crash test your loved ones*'
- '*If it's not 5 star, cross it off your list*'
- '*Be guided by the stars*'

Promotional and point-of-sale materials are available from ANCAP.

Contact.

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