



Beyond the stars.

The facts behind ANCAP
2015-16

ancap.com.au



ANCAP

Crash testing for safety

AUSTRALASIAN
NEW CAR ASSESSMENT
PROGRAM

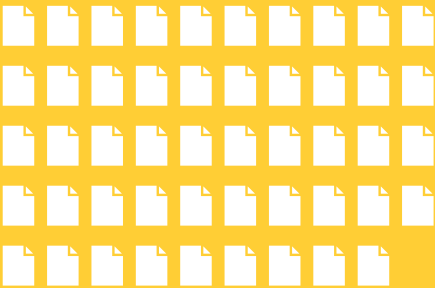
The change ANCAP has effected over the past two decades is remarkable. Cars have never been safer, and as a result, consumer awareness and the expectation of vehicle safety is at an all-time high.

A wealth of work goes in to determining the comparable safety of vehicles available on the Australian and New Zealand new car markets, and consumers and manufacturers are being rewarded. Encouragement by ANCAP has seen manufacturers rapidly improve their designs and consumer acceptance of this is evidenced through the uptake of these safer vehicles.

Take a look at some of the facts, figures and achievements generated as a result of ANCAP's commitment to eliminating road trauma through safer vehicles.

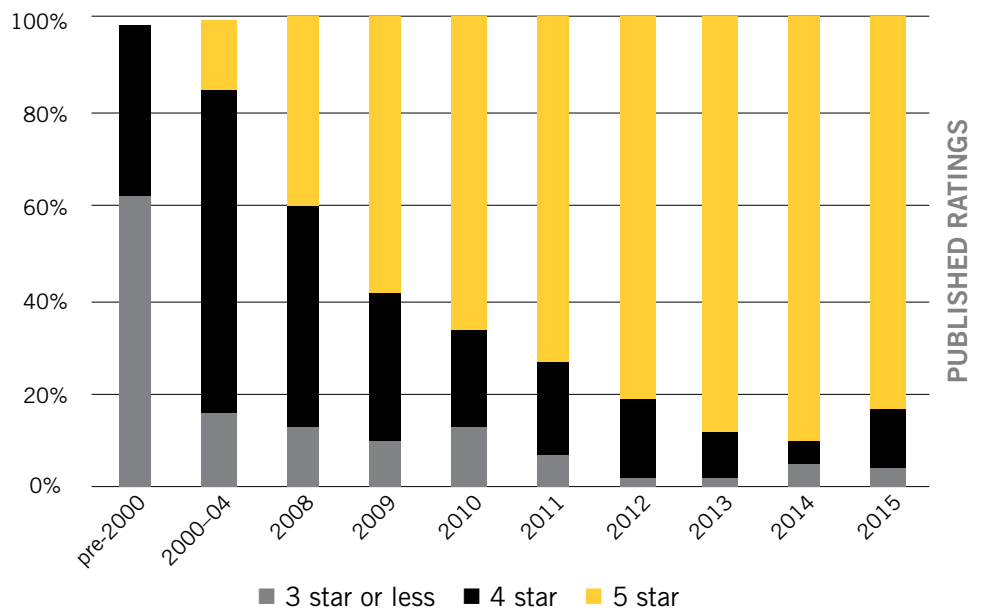
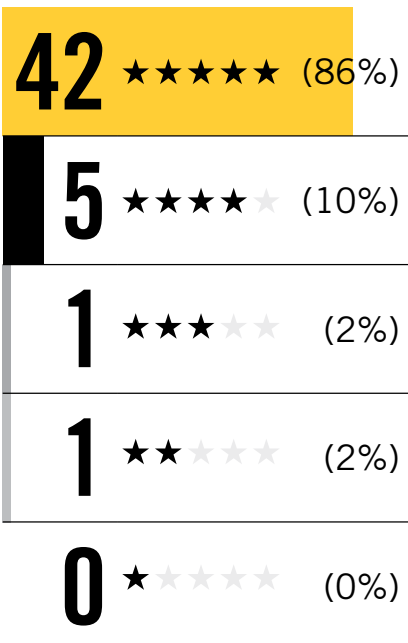


Ms Wendy Machin
Chair

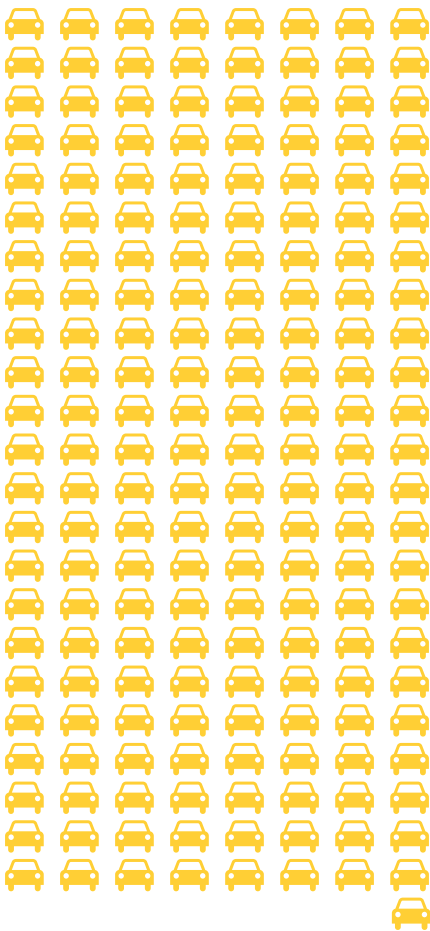


49

ANCAP safety ratings were published in 2015-16 covering **250+ variants**.



These **49** new ratings covered **29%** of Australian new vehicle sales meaning **310,000+** newly rated 5 star cars hit Australasia's roads.



185
vehicles

worth

\$5.6millionⁱ

were **DESTROYED**
in the name of safety.

Total cost to produce these ratings

\$12,100,000

VEHICLES AND TESTS

Cost to ANCAP = \$0.9 million

Cost to vehicle brands = \$2.22 million

Cost to Euro NCAP = \$8.96 million

337
dummies

faced up to their fate.



209

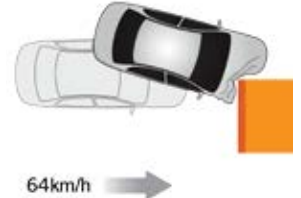
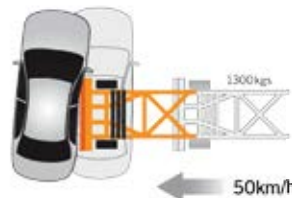
CRASH TESTS
were conducted

TOTAL COST

\$6.5m

All test vehicles were independently selected by ANCAP at

RANDOM



Average cost to produce just one ANCAP safety ratingⁱⁱ

\$336,100

Since foundation, ANCAP has leveraged its success from its strong and dedicated membership. ANCAP's ability to effect market change and communicate its messages to a wide base of stakeholders is a direct result of its solid member backing and their continued support.

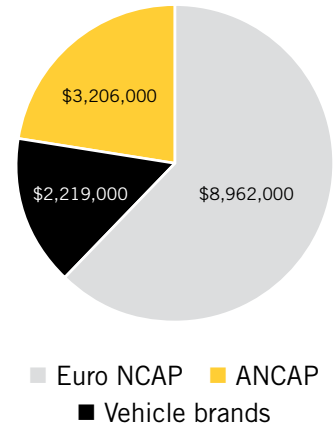
Supported by

twenty three

member organisations across
Australia & New Zealand.



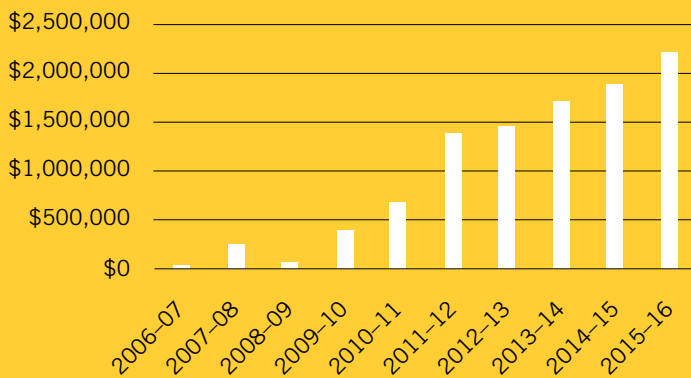
In recent years, support for ANCAP has grown significantly through in-kind support received from **Euro NCAP and vehicle brands.**



A record

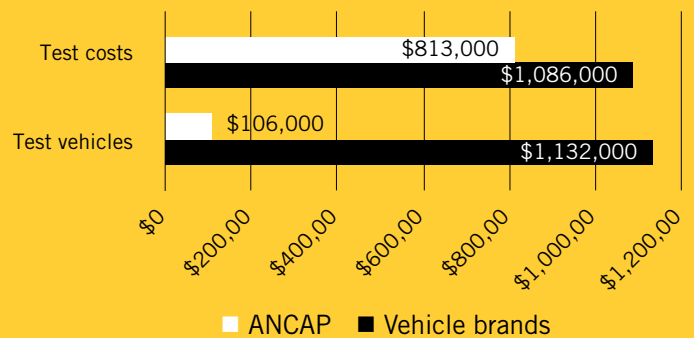
\$2,219,000

worth of tests and test cars were provided by vehicle brands.



COLLABORATION
with Euro NCAP
allows ANCAP to publish **twice as many ratings** each year.^{iv}

Vehicle brands' support of ANCAP and the value they place on ANCAP ratings is highlighted by the marked **increase in brand funded tests** and their **provision of test vehicles.**



Facebook Likes **grew by 48%**



Twitter Followers **increased by 107%**



YouTube views **grew by 46%**

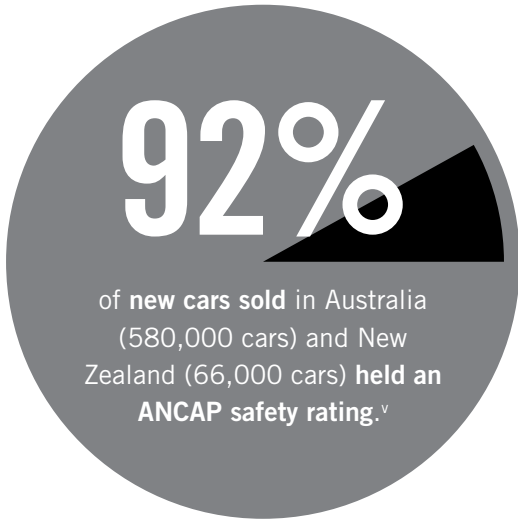
Most viewed:
Toyota Landcruiser 200 Series (5 star)



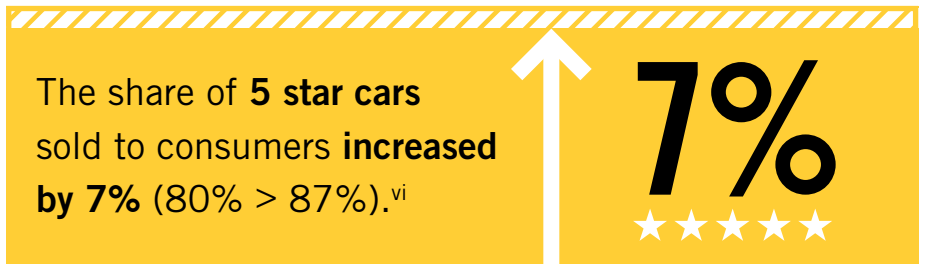
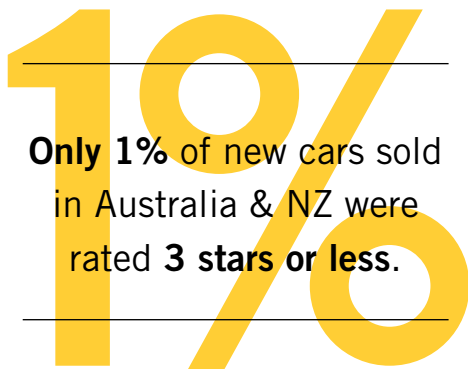
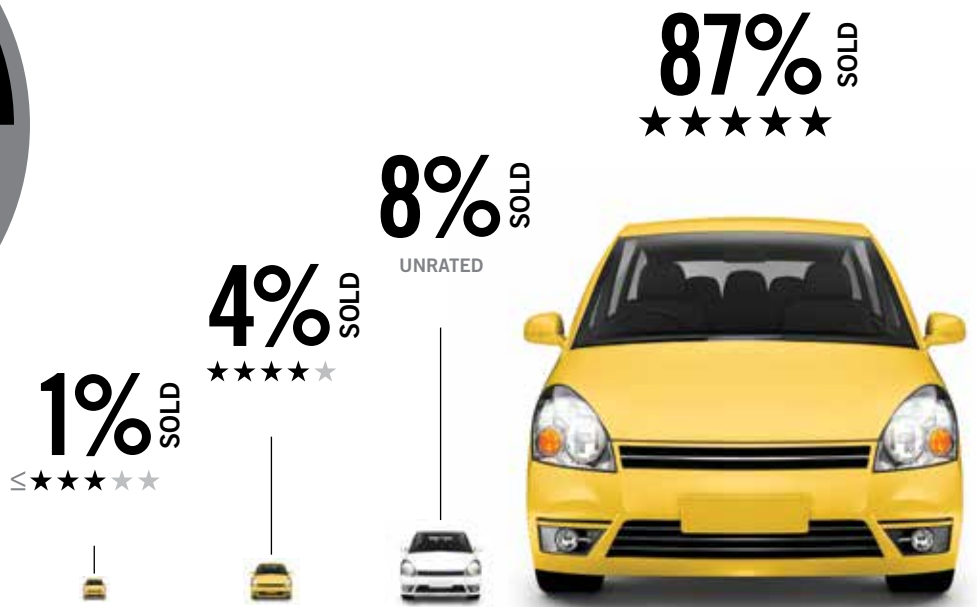
42%

of consumers who viewed the ANCAP website did so **via a mobile device.**ⁱⁱⁱ

VEHICLE SALES



MARKET COVERAGE

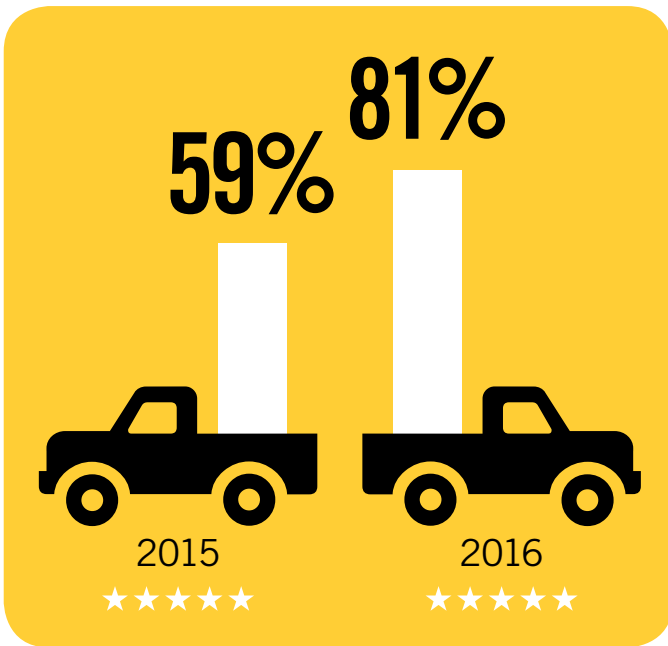
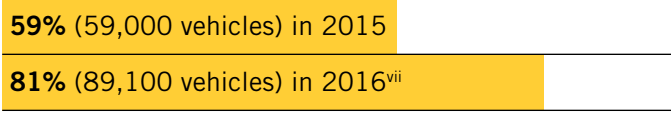


You have **twice the chance** of being killed or seriously injured in a **3 star car** compared to a **5 star car**.

Light Commercial Vehicles (LCVs)

is the **MOST IMPROVED** market segment

5 star share increased from



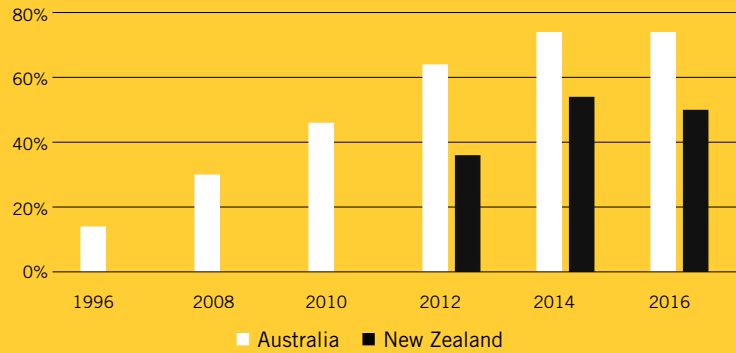
Safety

Price

Consumers rank **safety** ahead of **price**.

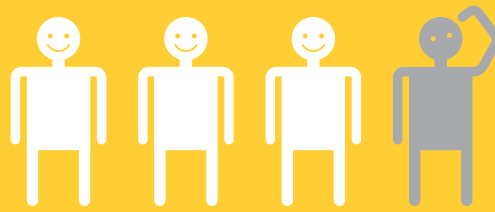
CONSUMER AWARENESS

new car buyers



92%

of new car buyers acknowledge the 'importance of the Australian Government in providing long-term funding to ANCAP to continue its work'.



3 in 4

(74%) Australian new car buyers are aware of ANCAP.

83% of consumers support the continuation of **ANCAP** in assessing vehicles sold in Australia regardless of where they are manufactured.



Appetite for safety – 41% of new car buyers rate **Autonomous Emergency Braking (AEB)** as an important feature.



Number of manufacturers who introduced **AEB standard** across its passenger vehicle range:^{viii}

One



Department of Transport



i. Approximate value. ii. Excludes desktop assessments where there is a nil cost. iii. Smartphone or tablet. iv. On average. v. 1 January to 30 June 2016. vi. The share of 5 star Passenger, SUV & LCVs increased from 80% in 2015 (Jan-Jun) to 87% in 2016 (Jan-Jun). vii. 1 January to 30 June 2015 compared to 1 January to 30 June 2016. viii. Mazda. NOTE: All dollar figures are expressed in Australian Dollars (AUD).