

New Car Assessment Program

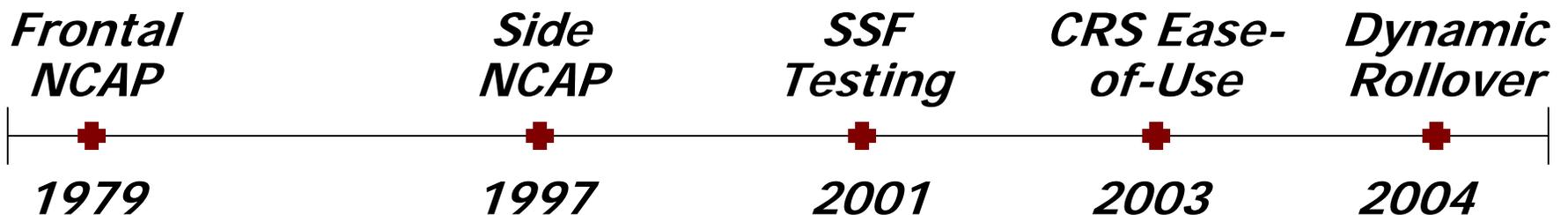
NCAP

NCAP Goals

- **Provide consumers with a measure of the relative safety potential of automobiles**
- **Allow market forces to use the data to encourage vehicle manufacturers to design for higher levels of safety**

US NCAP History

- US NCAP began dynamic testing with instrumented dummies in 1979
- NCAP Timeline



Current Programs

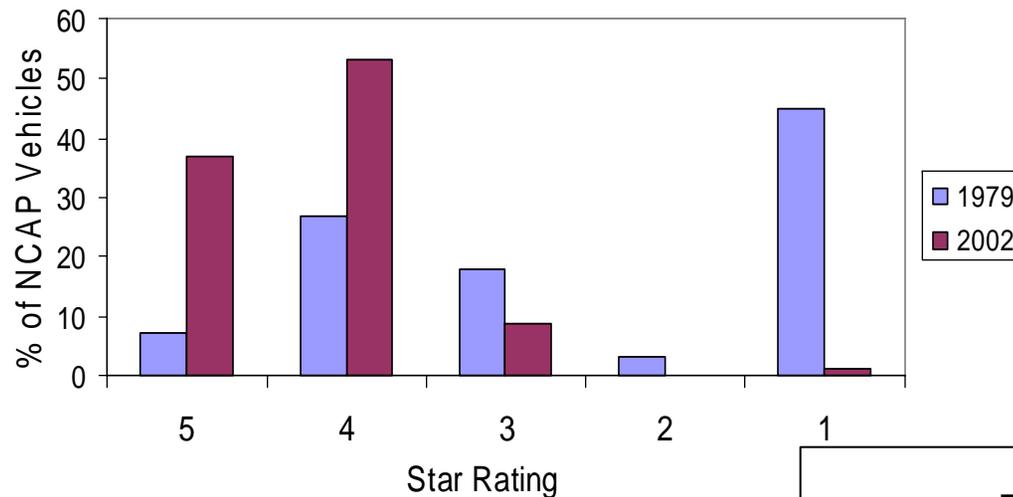
- **Frontal NCAP**
 - Follows frontal regulations, but at 35 mph
 - IIHS - offset frontal crash at 40 mph
- **Side NCAP**
 - Follows side regulations, but at 38 mph
 - IIHS – larger moving barrier, 31 mph, perpendicular crash
- **CRS Ease of Use Ratings**
- **Crash Avoidance NCAP**
 - Rollover Static Stability Factor
 - Dynamic rollover
 - CU – Double lane change with driver
- **Significant improvements in occupant protection have occurred since 1979**

Full Frontal Rigid Barrier

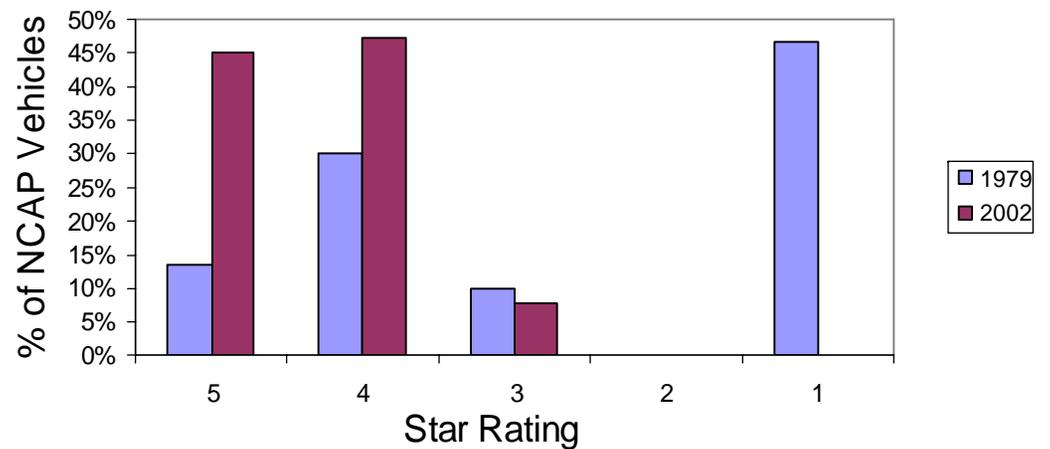


Trend For Frontal NCAP

Frontal NCAP Driver Star Rating



Frontal NCAP Passenger Star Rating

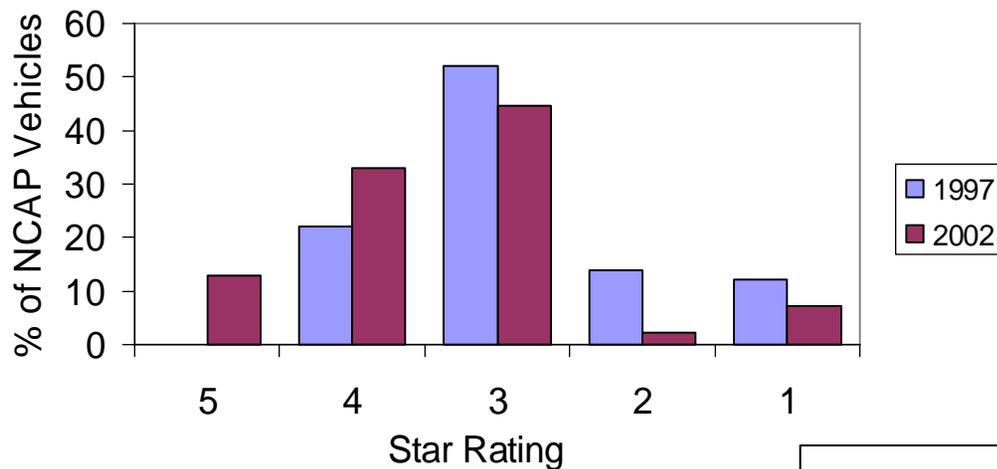


Side Impact

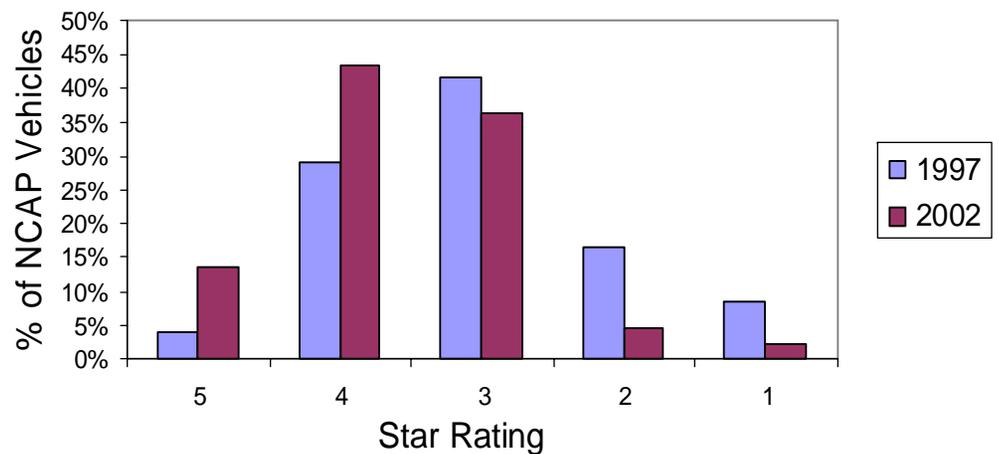


The Trend For Side NCAP

SNCAP Driver Star Rating

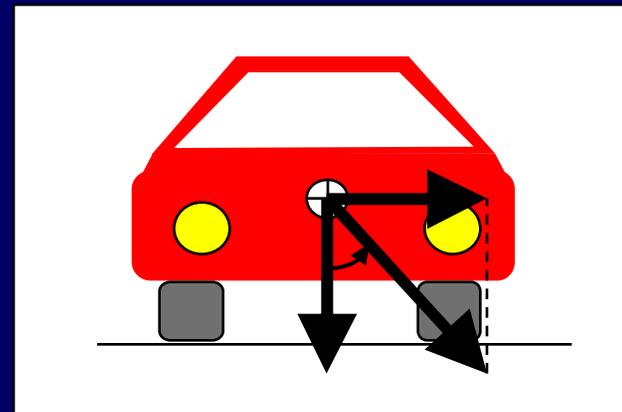


SNCAP Passenger Star Rating



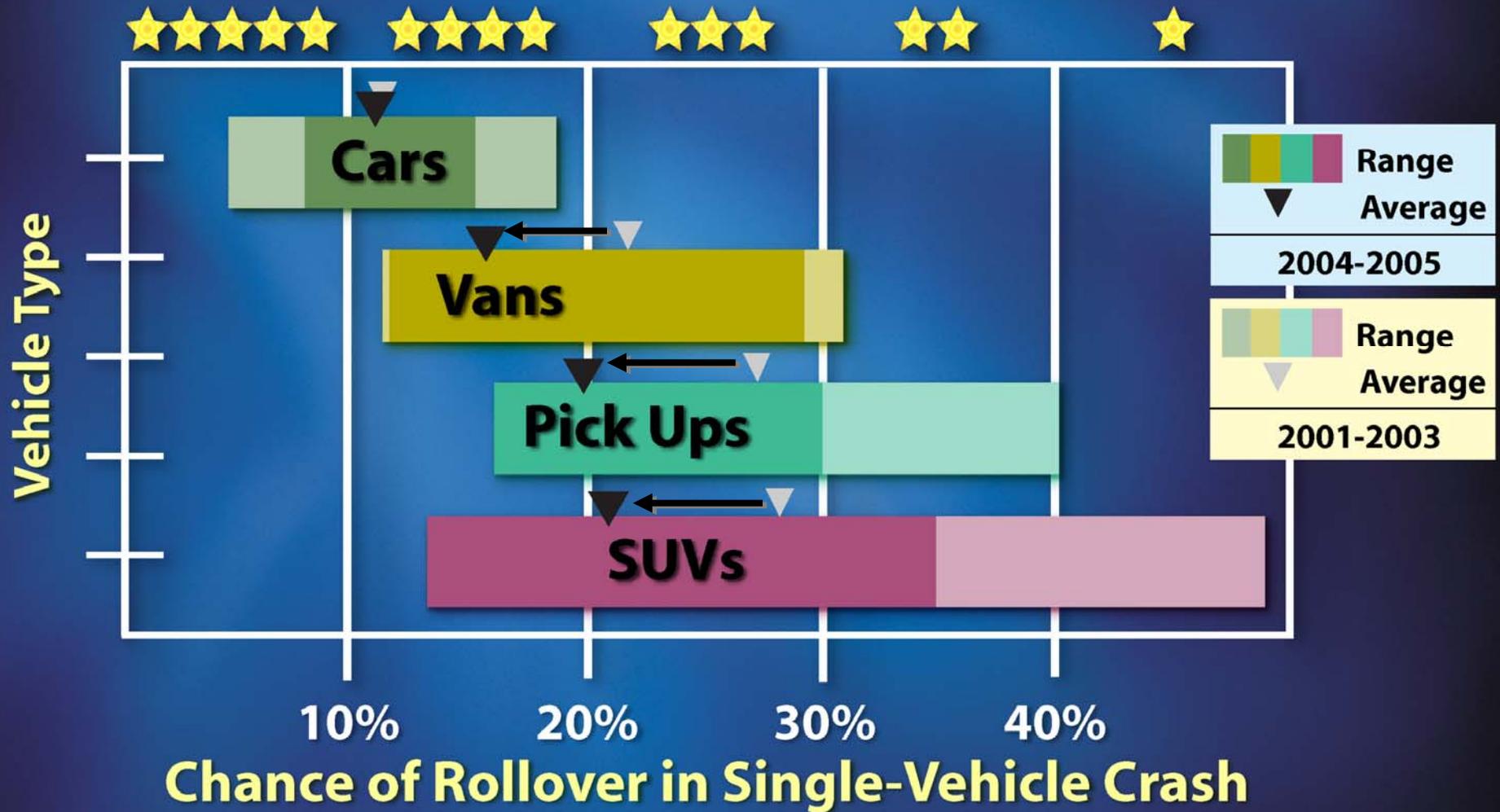
Rollover

- Rollover is involved in 33% of all crashes
- Static Stability Factor predicts rollover risk in single vehicle crash
- Dynamic rollover utilizes fishhook test
- Star Rating based on rollover risk from 250,000 actual crashes



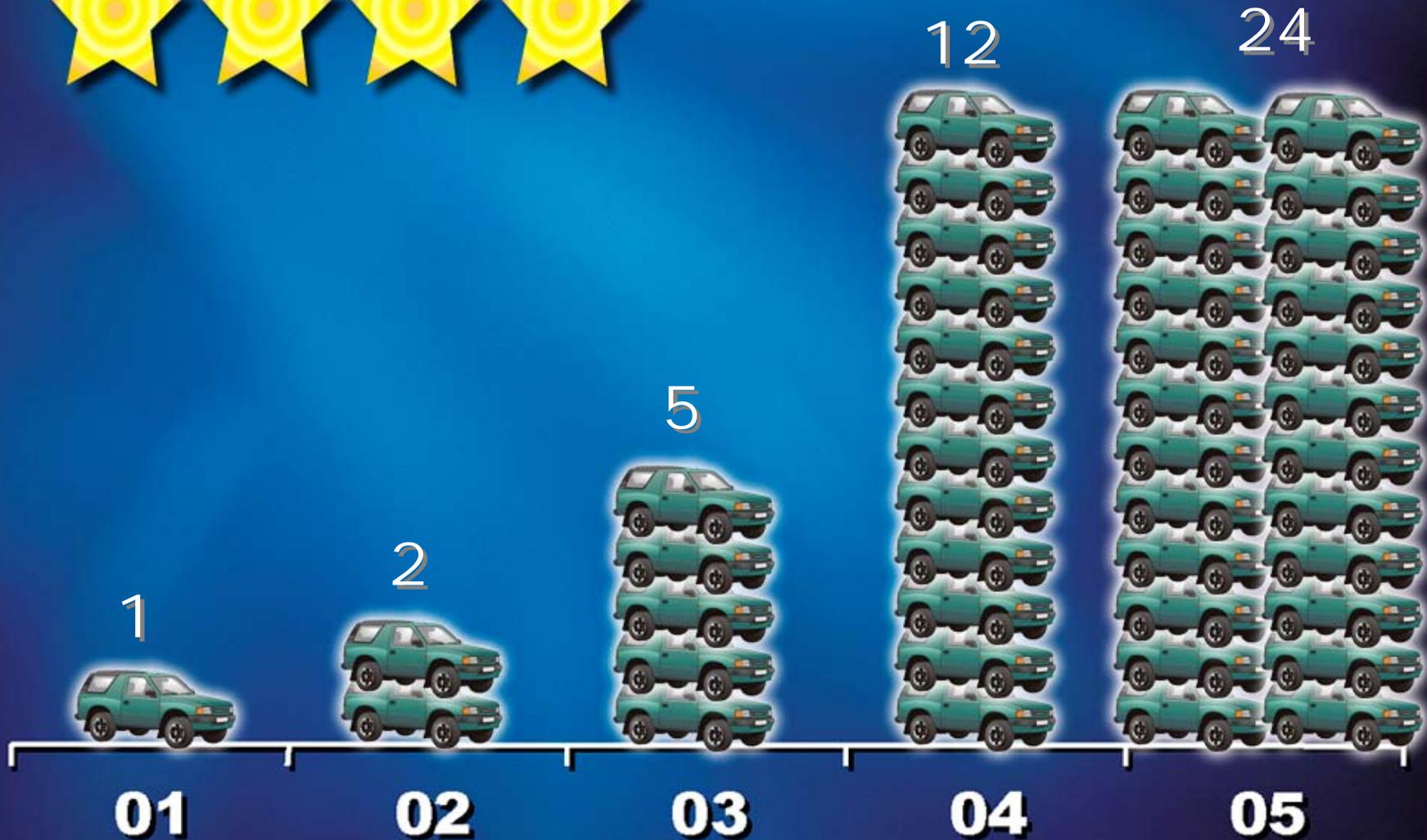
Vehicle Class Comparison, 2001-2005

www.safercar.gov



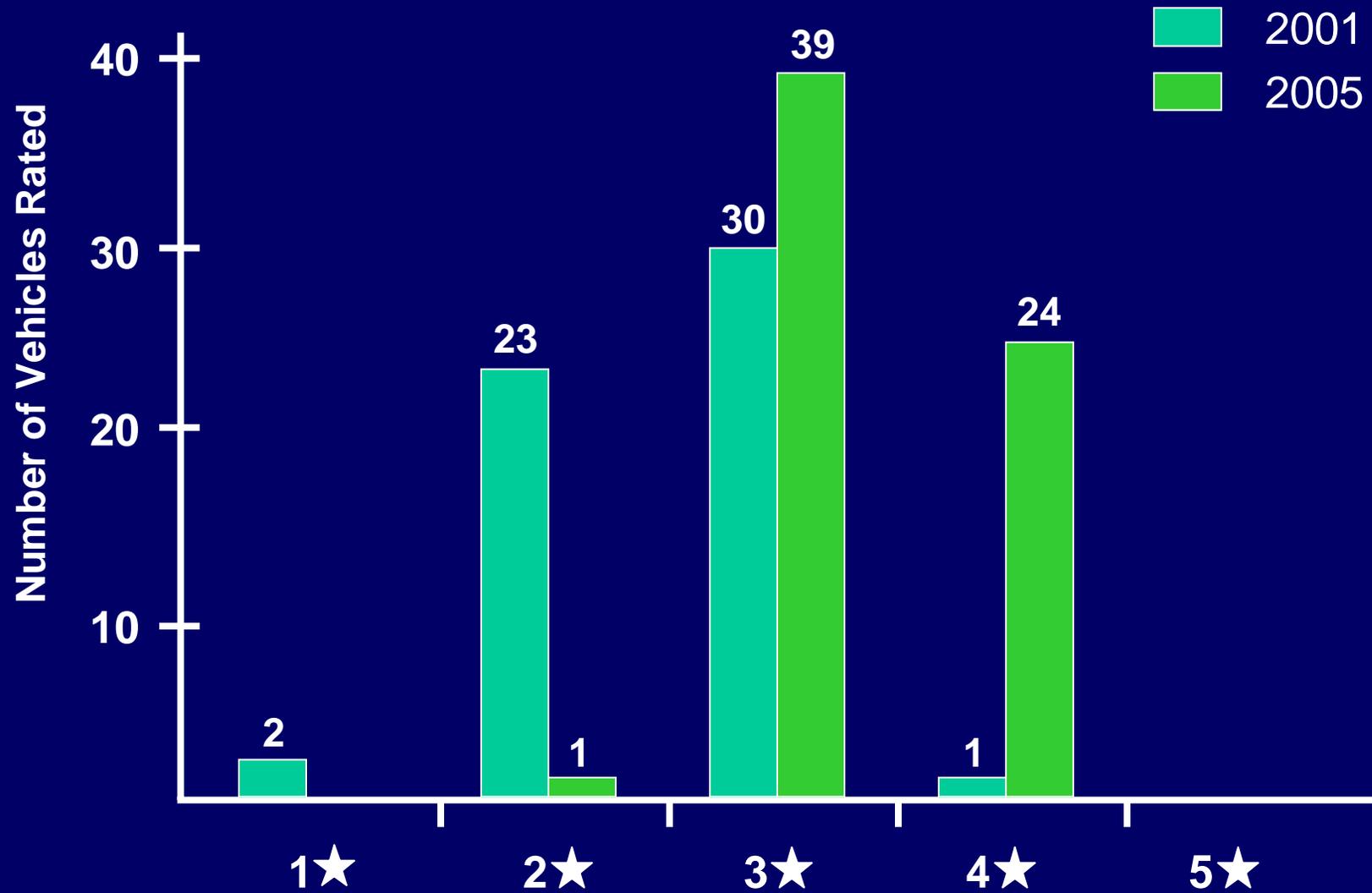
Source: NHTSA safercar.gov data

SUVs w/ 4-Star R/O Rating by Year



SUV Rollover Ratings

2001 vs. 2005



Vehicle Safety Consumer Information

What do U.S. Consumers Want?

- Those interested in safety, want:
- Simple and intuitive rating system 
- To be “a click away” from detail



- **Information packaged**
 - Tie together crash test/rollover results with defect/recall information

How to Market Ourselves

What have we learned?

- Nearly everyone has heard  “government 5-star ratings”
- Just don’t know where to get them
- Make it easier for consumers to find us
- Don’t brand around NHTSA or NCAP
- Build the **Safercar.gov** brand



Safercar.gov

- **Consumer-facing vehicle safety portal**
- **Star ratings, defects/recalls and other key safety information**
 - Tires, Air Bags, Rollover
- **Launched Sept. 2004**
- **4.5 million visitors in 2004**
- **20 - 30 % annual growth**

SEARCH NHTSA

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Resources

- » 2005 ESC Equipped Vehicles
- » 2004 & 2005 Vehicles with Side Air Bags
- » Complete 2004 Model Year Rollover Ratings
- » Buying a Safer Car brochures
- » Detailed crash test reports
- » Other crash test sites
- » NHTSA Safety Standards and Regulations
- » Fuel Economy Guide (Dept. of Energy)
- » Green Vehicle Guide (EPA)
- » Advertising Guidelines (for manufacturers)

National Tire Safety Week
April 24-30, 2005
EVERYTHING RIDES ON IT
Tire Safety



Equipment and Safety



Become a smarter driver

» **TIRES**

Tire ratings and safety information

» **AIR BAGS**

Air bag safety information

» **ROLLOVER**

Rollover prevention information

Five Star Crash Test and Rollover Ratings



Results since 1991

» **TO SEARCH** Select an option below

OPTION 1: From a broad selection to a specific vehicle

OPTION 2: To see a make and model for all available years

Defects and Recalls



Think your vehicle has a defect?

» **FILE A COMPLAINT**

» **ONGOING INVESTIGATIONS**

» **CHECK FOR RECALLS**

FAQ | **HOTLINE**

Safercar.gov: What's Next?

- For 2005 – 2006:
- Work with Congress and automakers on “Stars on Cars”
- Establish larger auto show presence
- Launch safercar.gov awareness campaign focused on crash test technicians
- Continue to build safercar.gov
 - Partnerships in both public and private sectors



AAMVA
American Association of
Motor Vehicle Administrators



RUBBER
manufacturers
association



Advance
Auto Parts



safercar.gov

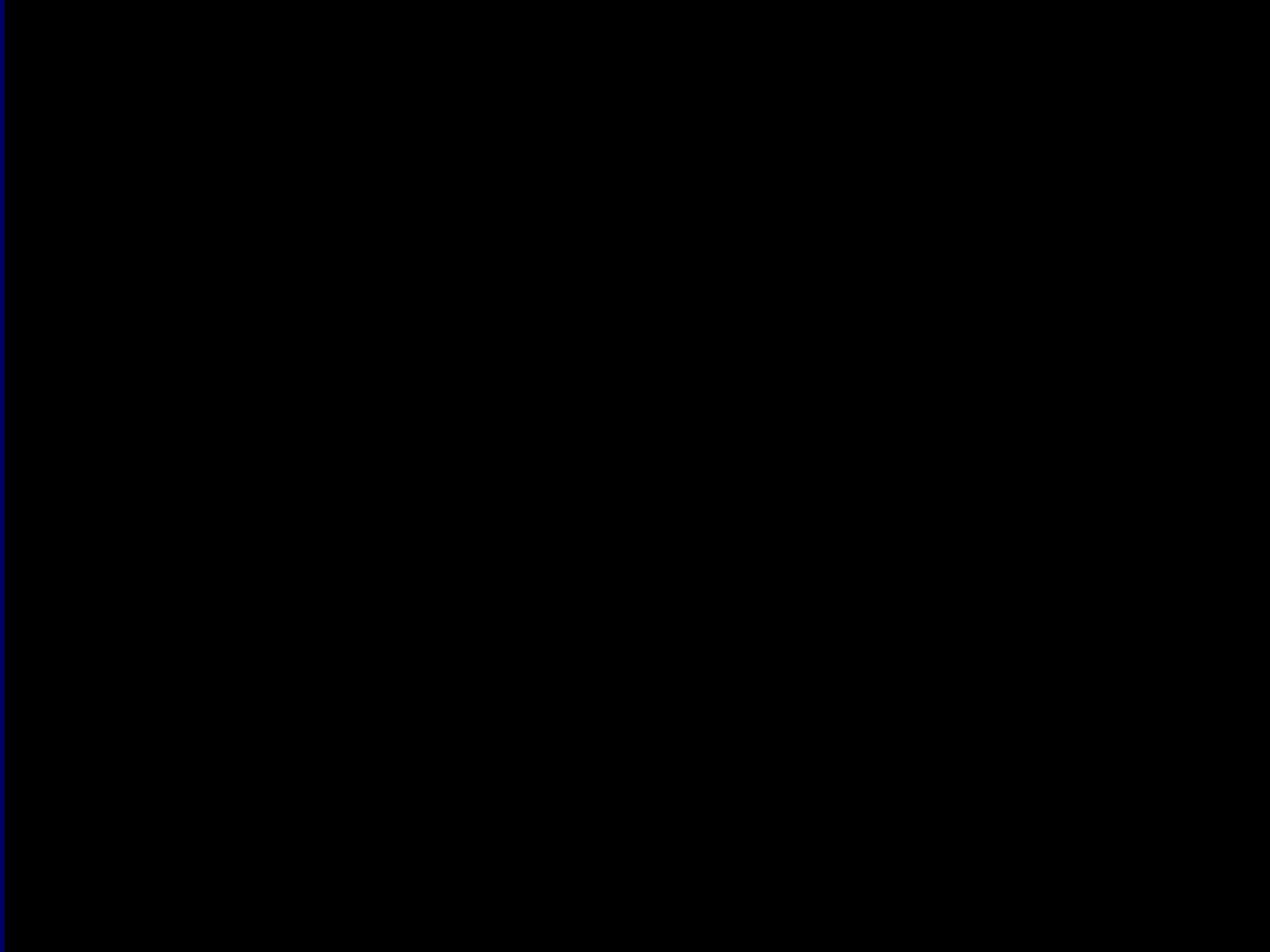


NHTSA and CARSTAR

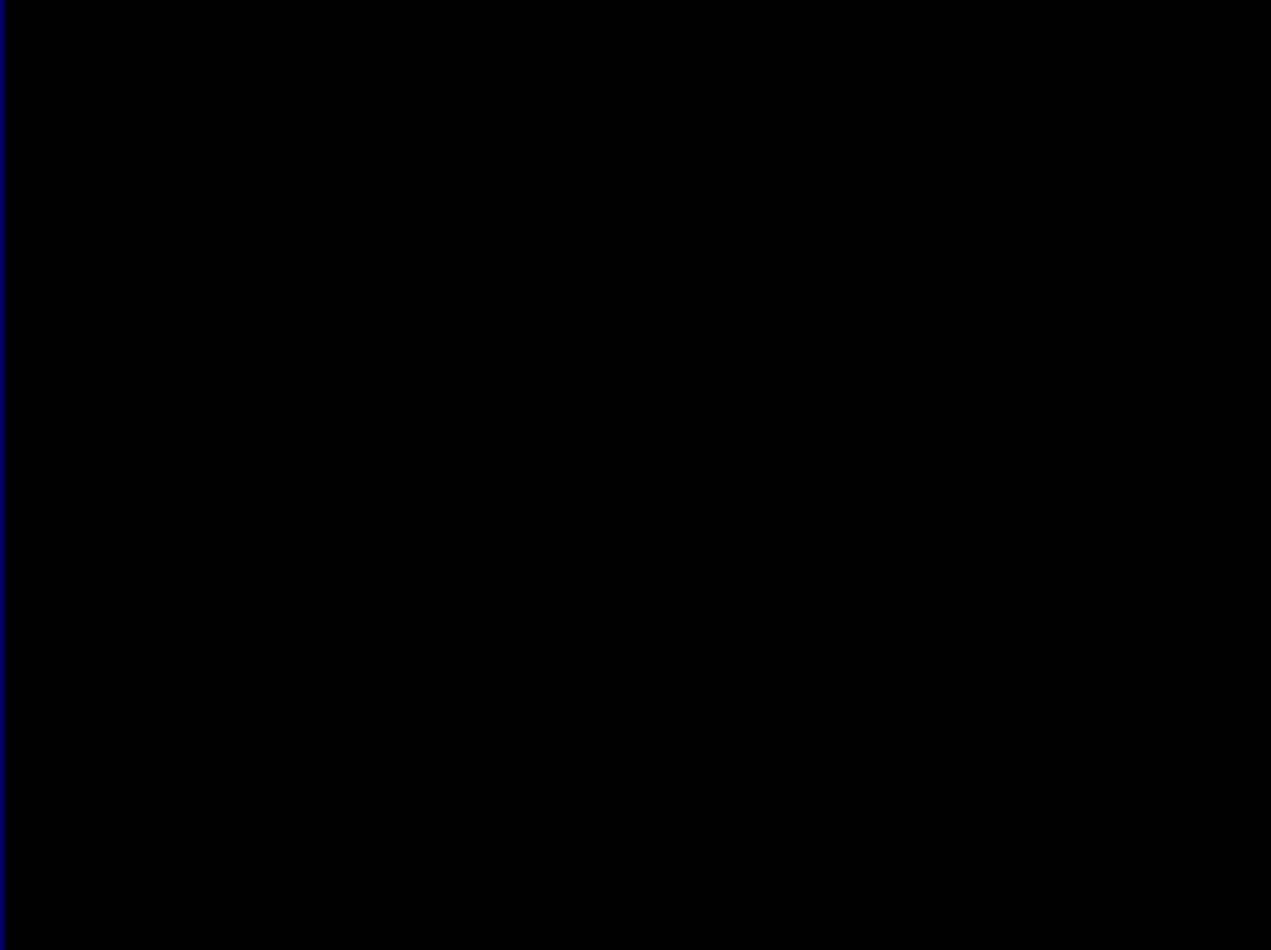
- Plenty of opportunity to partner on many traffic and vehicle safety topics



Safercar.gov PSA



Safercar.gov PSA



Safercar.gov video

www.nhtsa.dot.gov

nhtsa 

people saving people