

BEYOND THE STARS

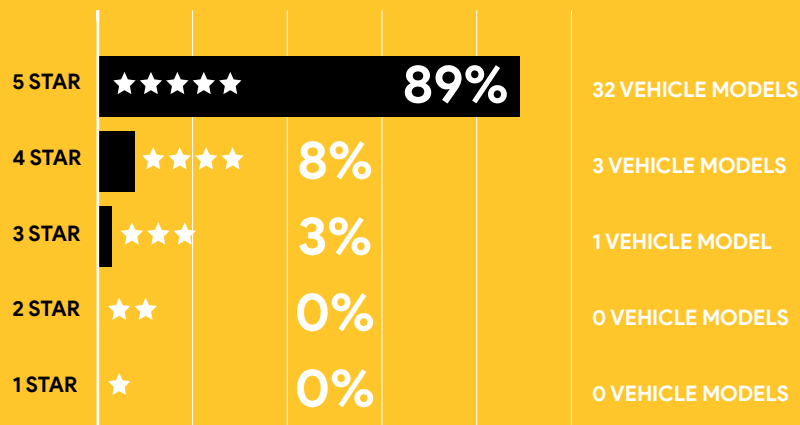
THE FACTS BEHIND ANCAP
2019-20



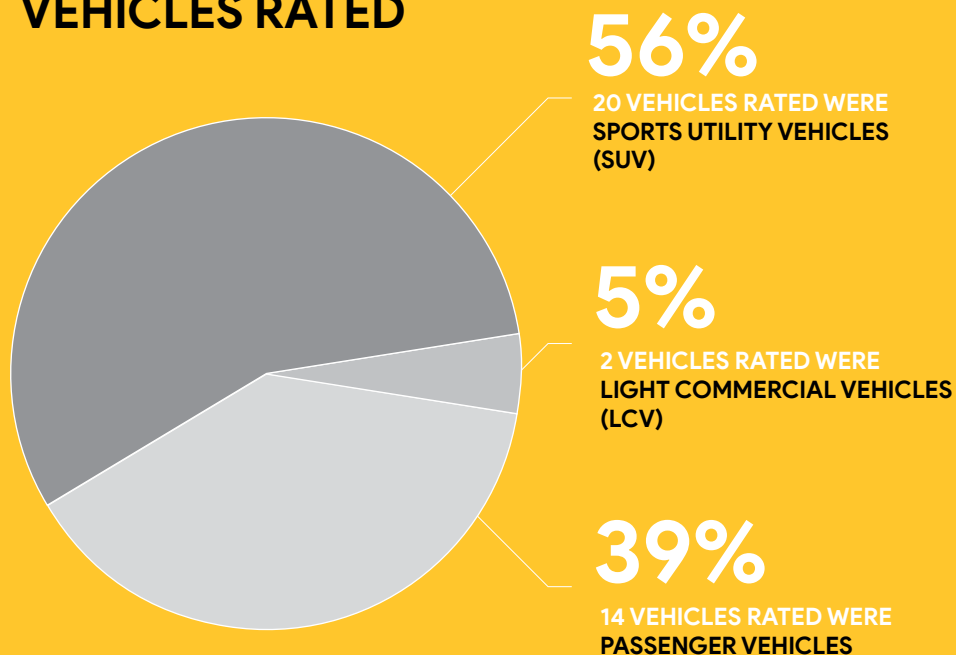
ANCAP
SAFETY

TESTS & RATINGS

ANCAP SAFETY RATINGS PUBLISHED FOR 36 VEHICLE MODELS COVERING 151 VARIANTS



VEHICLES RATED





THE 36 NEW RATINGS
REPRESENT 9.9% OF NEW
LIGHT VEHICLE SALES IN
AUSTRALIA AND 9.0% IN
NEW ZEALAND

948,583

NEW 5 STAR
VEHICLES JOINED
OUR STREETS

836,658 IN
AUSTRALIA

111,925 IN
NEW ZEALAND



\$750,455

AVERAGE COST TO
PRODUCE A SINGLE
ANCAP SAFETY RATING

TOP PERFORMERS



ADULT OCCUPANT
PROTECTION

99%

MAZDA CX-30



CHILD OCCUPANT
PROTECTION

92%

MERCEDES-BENZ EQC
MERCEDES-BENZ B-CLASS
MERCEDES-BENZ CLA
MERCEDES-BENZ GLE



VULNERABLE ROAD
USER PROTECTION

91%

MERCEDES-BENZ CLA



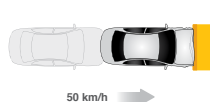
SAFETY ASSIST

94%

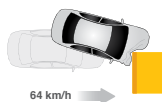
TESLA MODEL 3
TESLA MODEL X



11 LABORATORIES USED FOR TESTING



Full Width Frontal Test



Frontal Offset Test



Side Impact Test



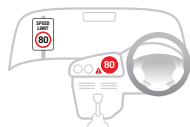
Oblique Pole Test



Pedestrian Test



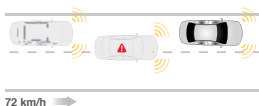
Whiplash Test



Speed Assistance Systems Tests



Autonomous Emergency Braking Tests



Lane Support System Tests

A TOTAL OF
291 TESTS WERE CONDUCTED
= \$14,175,913

10 TESTS FUNDED BY ANCAP
(\$0.48 MILLION)

262 TESTS FUNDED BY EURO NCAP
(\$12.64 MILLION)

19 TESTS FUNDED BY VEHICLE BRANDS
(\$1.04 MILLION)

TOTAL COST TO PRODUCE THE RATINGS =

\$23,264,115

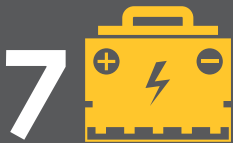
COST TO ANCAP = \$577,951
COST TO VEHICLE BRANDS = \$1,324,573
COST TO EURO NCAP = \$21,361,591



143 VEHICLES

WORTH \$9,088,202 WERE DESTROYED IN THE NAME OF SAFETY

CONSUMERS NOW HAVE ACCESS TO RATINGS FOR
239 CURRENT NEW VEHICLE MODELS
AND A COMBINED
754 NEW AND USED VEHICLE MODELS



ALTERNATIVE POWERED VEHICLES (ELECTRIC, HYBRID, PHEV) WERE RATED

- ★ TESLA MODEL 3
- ★ BMW 3 SERIES
- ★ TOYOTA COROLLA
- ★ MERCEDES-BENZ EQC
- ★ TESLA MODEL X
- ★ HYUNDAI NEXO
- ★ AUDI E-TRON

MOST EXPENSIVE MODELS TO RATE:



MERCEDES-BENZ G-CLASS
\$1.28 MILLION



TESLA MODEL X
\$1.19 MILLION

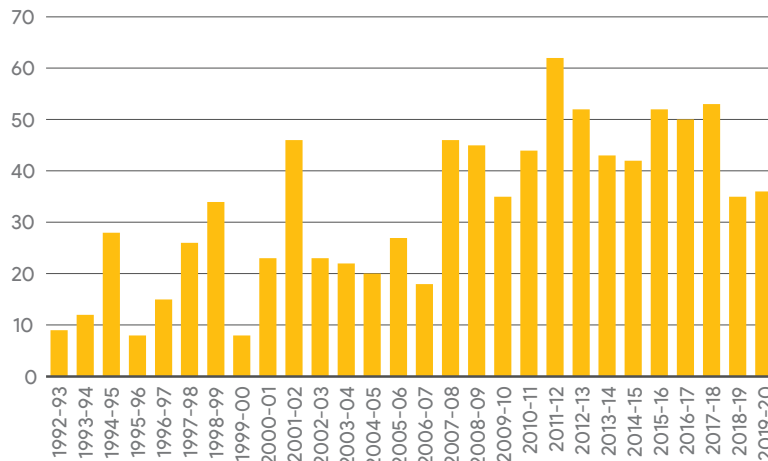
374

DUMMIES FACED UP
TO THEIR FATE

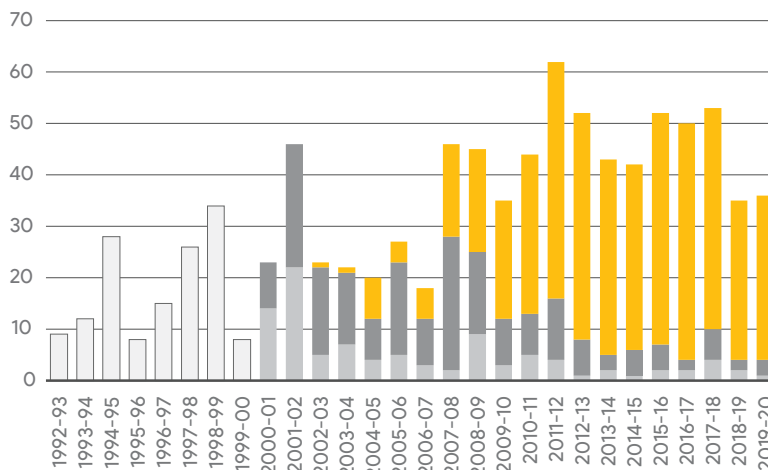


AUSTRALIA'S FIRST
SAFETY ASSIST
TEST FACILITY WAS
ESTABLISHED IN
CENTRAL WEST NSW

PUBLISHED RATINGS



Financial year



Financial year

□ N/A (PRE 2000) □ 0-3 star □ 4 star □ 5 star



RESCUE SHEETS

WERE PUBLISHED FOR THE FIRST TIME

1,188 RESCUE SHEETS

ARE AVAILABLE TO ASSIST FIRST RESPONDERS
& PROVIDE EXPEDITED POST-CRASH CARE

INVESTMENT & SUPPORT

OUR TEST, ASSESSMENT & VEHICLE SAFETY ADVOCACY PROGRAM IS:



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.

\$41,341,165

MEMBERS HAVE PROVIDED IN EXCESS OF \$41.34 MILLION OVER THE PAST 14 YEARS

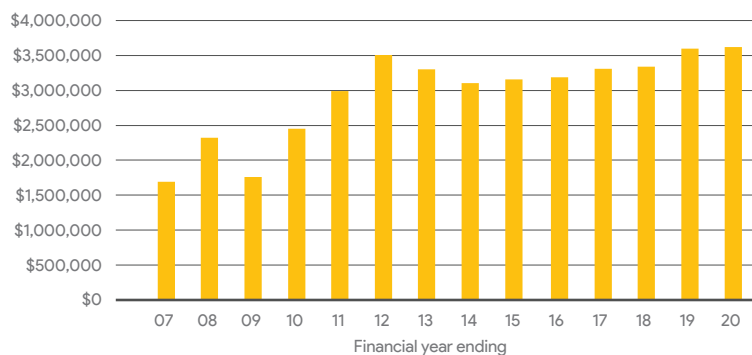
TOTAL EURO NCAP & VEHICLE BRAND SUPPORT

\$22,686,164



SUPPORT FOR ANCAP CONTINUES TO GROW THROUGH THE SUPPORT RECEIVED VIA COUNTERPART VEHICLE SAFETY ORGANISATION EURO NCAP AND VEHICLE BRANDS

TOTAL MEMBER CONTRIBUTIONS



5 STAR ANCAP SAFETY RATINGS
PROVIDE VEHICLE BRANDS WITH A
COMPETITIVE ADVANTAGE

THE VALUE VEHICLE BRANDS PLACE
ON ANCAP SAFETY RATINGS IS
HIGHLIGHTED BY THEIR CONTINUED
APPETITE FOR AND SUPPORT OF
ANCAP THROUGH THE FUNDING
OF TESTS AND THE PROVISION OF
TEST VEHICLES

\$1,324,573

WORTH OF TESTS AND TEST
VEHICLES WERE CONTRIBUTED
BY VEHICLE BRANDS:

19 TESTS = \$1.05 MILLION
8 VEHICLES = \$0.28 MILLION



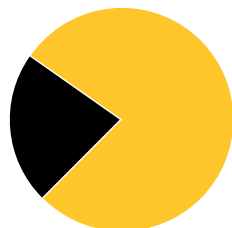
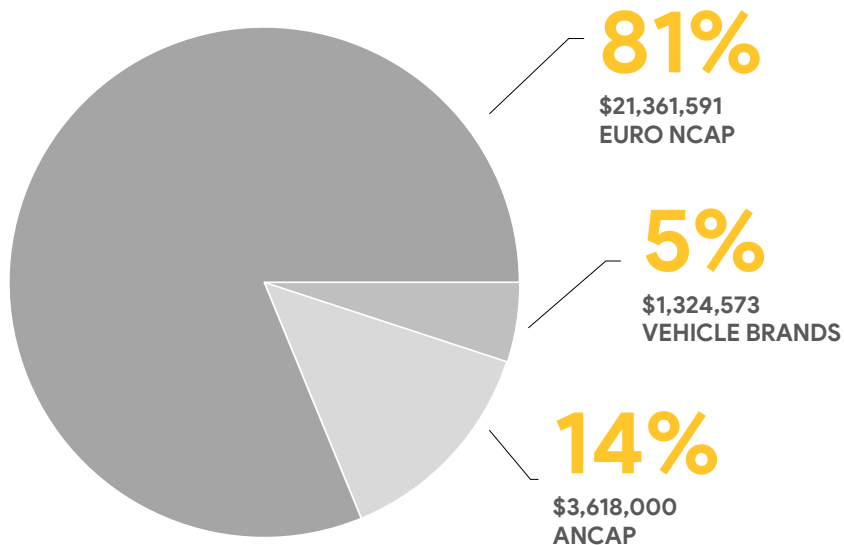
COLLABORATION WITH **EURO NCAP**
IS VITAL. IN 2019-20 IT ALLOWED
ANCAP TO PUBLISH RATINGS FOR AN
ADDITIONAL 29 VEHICLE MODELS



11 MODELS

WERE PUT FORWARD FOR
ASSESSMENT BY VEHICLE BRANDS

REVENUE AND IN-KIND SUPPORT

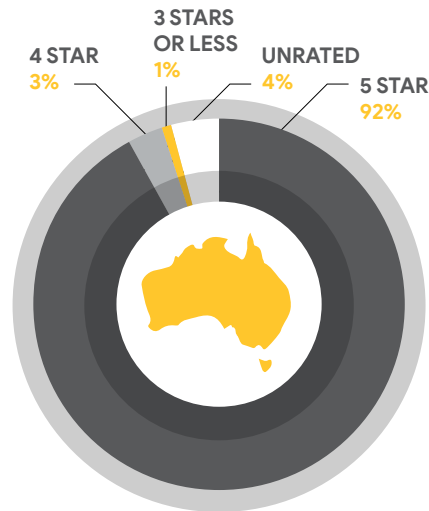


78%

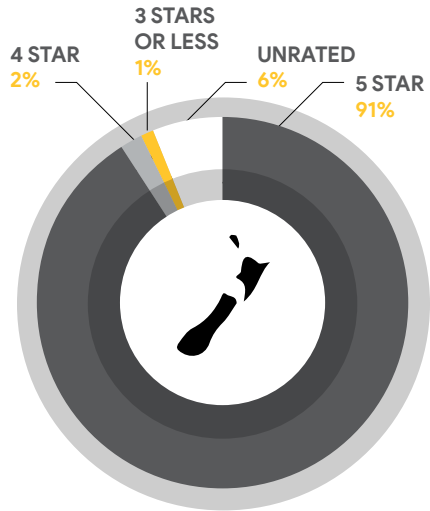
OF VEHICLE BRANDS
ACTIVELY PROMOTED ANCAP RATINGS
WHEN MARKETING THEIR NEW VEHICLE MODELS

MARKET COVERAGE & VEHICLE SALES

95% OF NEW VEHICLES SOLD IN AUSTRALIA (912,214 VEHICLES) & 94% OF NEW VEHICLES SOLD IN NEW ZEALAND (123,100 VEHICLES) HELD AN ANCAP SAFETY RATING

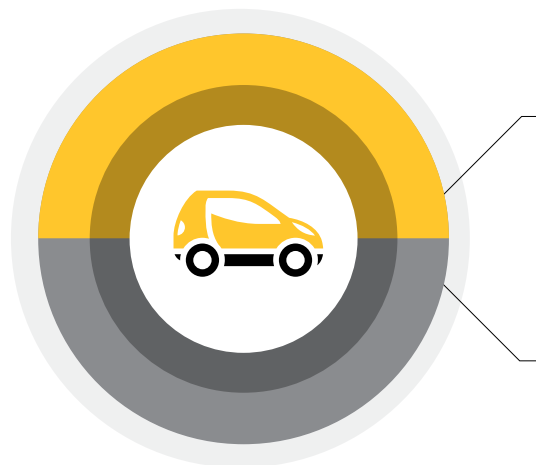


AUSTRALIA



NEW ZEALAND

**FLEET VS PRIVATE
VEHICLE SALES**
JANUARY - JUNE 2020



50.58%

OF NEW LIGHT VEHICLES
(215,478 VEHICLES) SOLD IN
AUSTRALIA WERE PURCHASED BY
CORPORATE BUYERS

49.42%

210,536 VEHICLES
WERE PURCHASED BY
PRIVATE BUYERS

COLLISION AVOIDANCE TECHNOLOGY

STANDARD FITMENT INCREASED TO

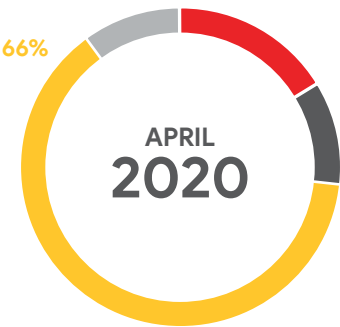
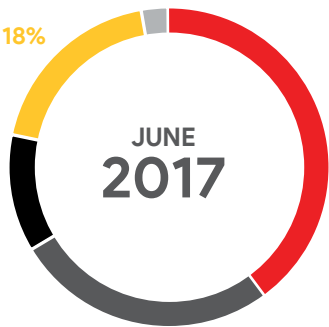
66%

AUTONOMOUS
EMERGENCY BRAKING (AEB)

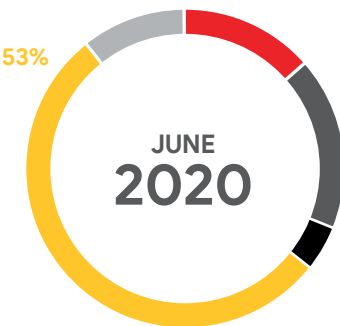
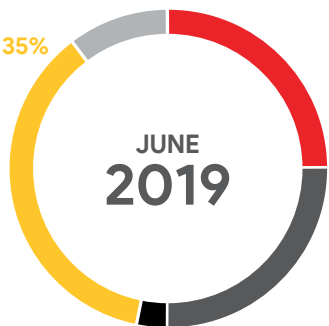
53%

LANE SUPPORT
SYSTEMS (LSS)

FITMENT OF AEB



FITMENT OF LSS

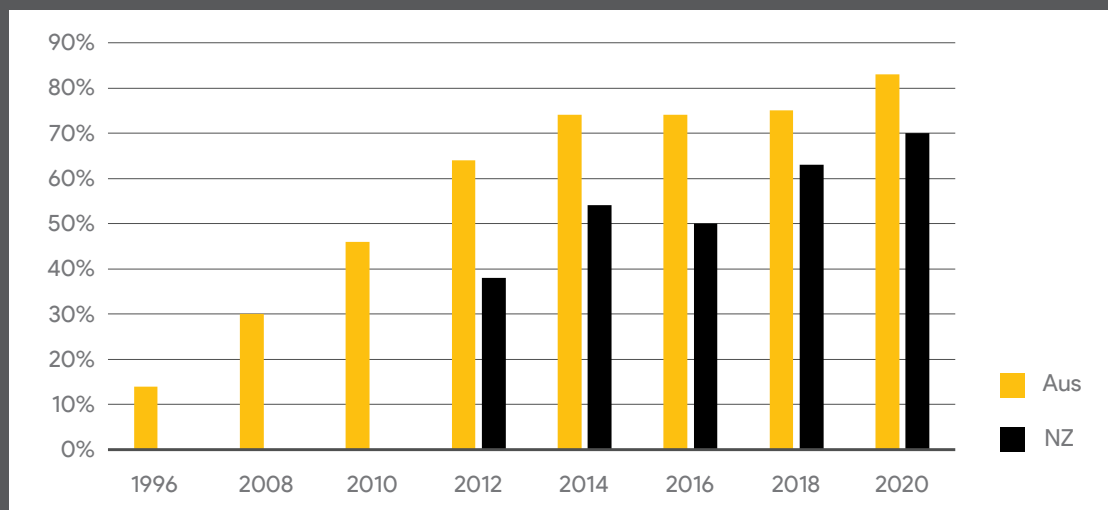


- STANDARD
- NOT AVAILABLE
- OPTIONAL
- AVAILABLE ON HIGHER VARIANT
- UNKNOWN



CONSUMER ENGAGEMENT

CONSUMER AWARENESS



+41
NET PROMOTER
SCORE

83% OF AUSTRALIAN NEW CAR BUYERS
ARE AWARE OF ANCAP

70% OF NEW ZEALAND NEW CAR BUYERS
ARE AWARE OF ANCAP

AWARENESS OF ANCAP IS:

HIGHEST
AMONG
YOUNGER
MALE DRIVERS
WITH A FAMILY



LOWEST
AMONG
OLDER WOMEN
DRIVERS

SAFETY
IS THE MOST
IMPORTANT
ATTRIBUTE



WHEN CONSIDERING
THE PURCHASE OF A NEW
OR USED CAR – FOLLOWED
BY PRICE AND RELIABILITY

ANCAP WEBSITE

1.96 MILLION PAGE VIEWS
513,394 VISITORS
694,314 SESSIONS



TOP 3 VEHICLE MODELS VIEWED ON ANCAP.COM.AU

1. JEEP WRANGLER
2. TESLA MODEL 3
3. TOYOTA COROLLA



61%

OF USERS WHO VIEWED
THE ANCAP WEBSITE DID
SO VIA HANDHELD DEVICE
(MOBILE OR TABLET)

7,899

DOWNLOADS

NEW ANCAP RESCUE APP
LAUNCHED TO ASSIST
FIRST RESPONDERS

32.79%

AVERAGE OPEN RATE
FOR NEW VEHICLE RATING
ALERTS & MEDIA RELEASES

SOCIAL MEDIA FOLLOWERS



6%



22%



58%



11%

495,220 VIDEO VIEWS
9,700 HOURS WATCH TIME

ANCAP SAFETY RATINGS PROVIDE PEACE OF MIND

84% OF NEW CAR BUYERS IN AUSTRALIA & 71% IN NEW ZEALAND
STATE THAT ANY FUTURE VEHICLE MUST HAVE AN ANCAP SAFETY RATING

VISION

SAFE VEHICLES FOR ALL

MISSION

WORK WITH MEMBERS AND PARTNERS TO
ELIMINATE ROAD TRAUMA THROUGH
INDEPENDENT ASSESSMENT, MARKET INFLUENCE
AND CONSUMER ADVOCACY

ANCAP.COM.AU



ANCAP
SAFETY