

BEYOND THE STARS

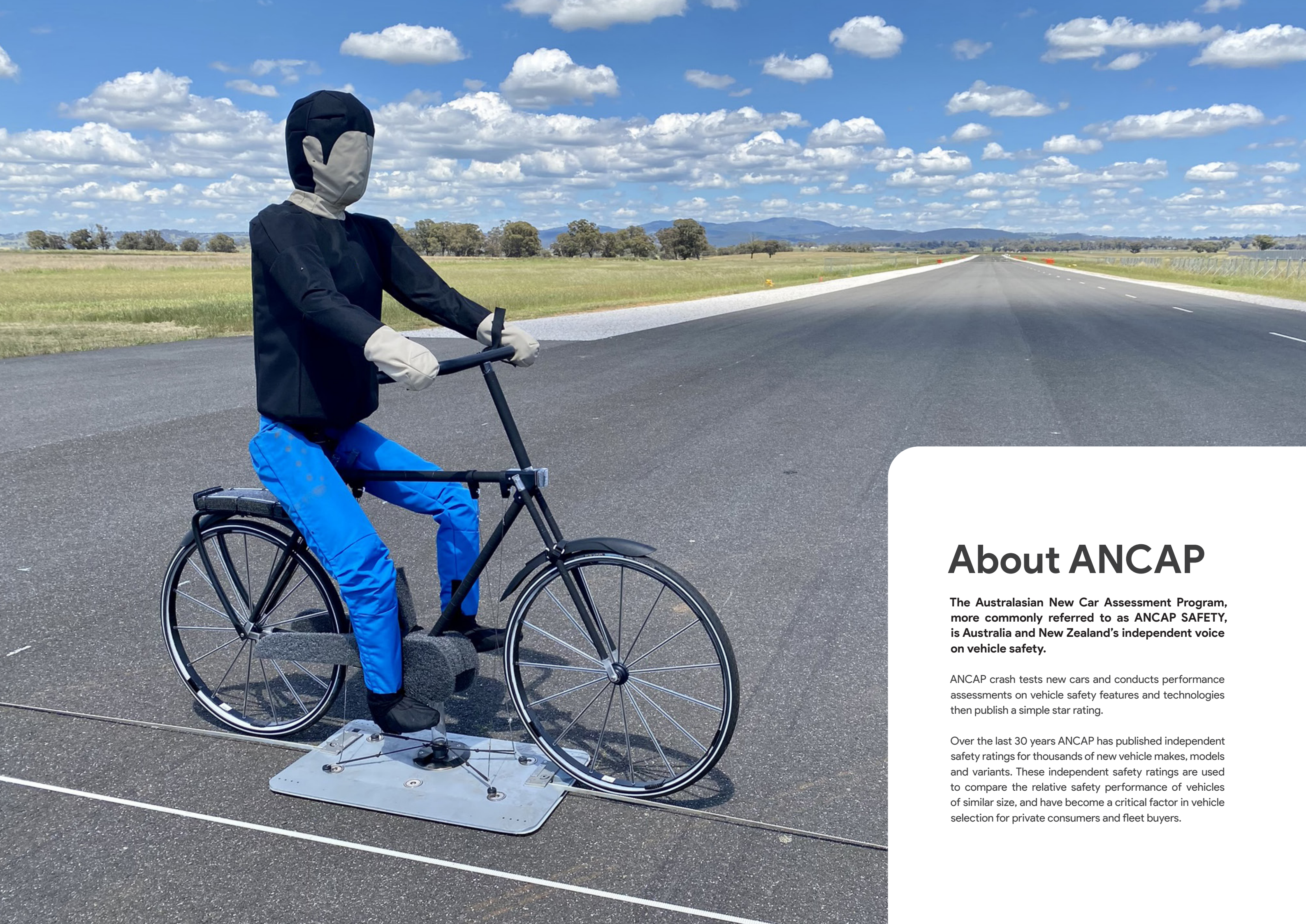
THE FACTS BEHIND ANCAP

2021-22



ANCAP
SAFETY





About ANCAP

The Australasian New Car Assessment Program, more commonly referred to as ANCAP SAFETY, is Australia and New Zealand's independent voice on vehicle safety.

ANCAP crash tests new cars and conducts performance assessments on vehicle safety features and technologies then publish a simple star rating.

Over the last 30 years ANCAP has published independent safety ratings for thousands of new vehicle makes, models and variants. These independent safety ratings are used to compare the relative safety performance of vehicles of similar size, and have become a critical factor in vehicle selection for private consumers and fleet buyers.



TESTS & RATINGS

TESTS & RATINGS

ANCAP SAFETY ratings were published for
34 vehicle models covering **156 variants**



94%
(32)



6%
(2)



0%
(0)



0%
(0)



0%
(0)

TOTAL COST TO PRODUCE THE 34 NEW RATINGS

\$25.13M

ANCAP \$1,185,000

Vehicle brands \$5,457,000

Euro NCAP \$18,483,000

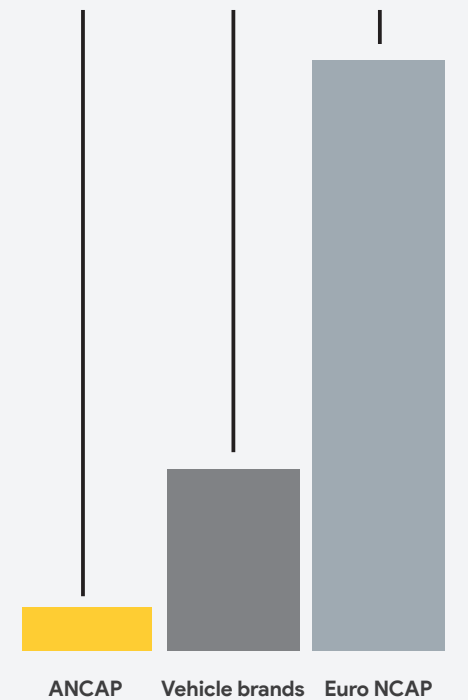
Average cost to produce a single
ANCAP SAFETY rating



\$785,000

TOTAL TESTS FUNDED

14 tests \$0.84M 59 tests \$3.43M 192 tests \$11.1M



14

The 34 ratings included ratings for **14 new models** entering the Australian and/or New Zealand markets for the **first time**.

The 34 new ratings represent

9.6%

of 2021–22 new light vehicle sales

RATED

PASSENGER VEHICLES

38%
(13)

SPORT UTILITY VEHICLES (SUV)

56%
(19)

LIGHT COMMERCIAL VEHICLES (LCV)

6%
(2)

982,900

new **5 STAR** vehicles joined our streets



AUS 844,400



NZ 138,500

2 brands made their ANCAP debut

CUPRA + Polestar

265 CRASH TESTS

TOTAL COST =
\$15,378,000



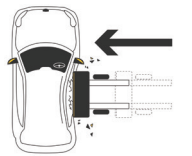
FULL WIDTH
FRONTAL



FRONTAL OFFSET
(MPDB)



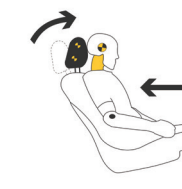
OBLIQUE
POLE



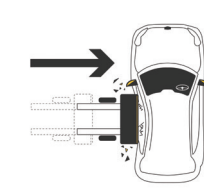
SIDE
IMPACT



PEDESTRIAN
IMPACT



WHIPLASH
PROTECTION



FAR SIDE
IMPACT

TOP PERFORMERS



Adult Occupant Protection
VOLKSWAGEN POLO
94%



Child Occupant Protection
MITSUBISHI OUTLANDER
92%



Vulnerable Road User Protection
SUBARU OUTBACK
84%



Safety Assist
SUBARU OUTBACK
96%

CONSUMERS
now have access
to ratings for

210+
CURRENT NEW
MODELS

810+
NEW & USED
MODELS

DRIVER MONITORING

Attention Assist systems are increasingly common
in today's new vehicles.



94%

In 2021-22, **94%** of vehicles assessed by ANCAP
(**32 models**) offered a system for detecting
driver inattention:

31 models delivered this through **INDIRECT**
monitoring (steering input and/or lane position)

1 model delivered this through **DIRECT** driver
monitoring (driver eye tracking)
Subaru Outback

135 **VEHICLES**
worth **\$9,747,000**
were **destroyed**
in the name of safety

33 VEHICLES
to the value of **\$2,029,000**
were provided by vehicle brands
for local testing

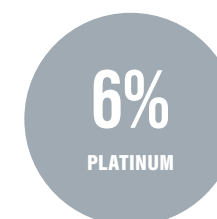
COMMERCIAL VAN SAFETY GRADINGS

ANCAP has rated more than 112 passenger vehicles, SUVs and light commercial vehicles since ADAS performance testing was introduced in 2018. In that time however, the ADAS performance of many **COMMERCIAL VANS** had remained unknown due to longer product cycles and some vans not being eligible for testing under the traditional ANCAP star rating system.

To assist Australian and New Zealand fleet, business and private consumers in making **informed purchasing decisions**, and to highlight any differences in safety performance across the commercial van market, ANCAP evaluated the ADAS systems of



16 **COMMERCIAL VANS**



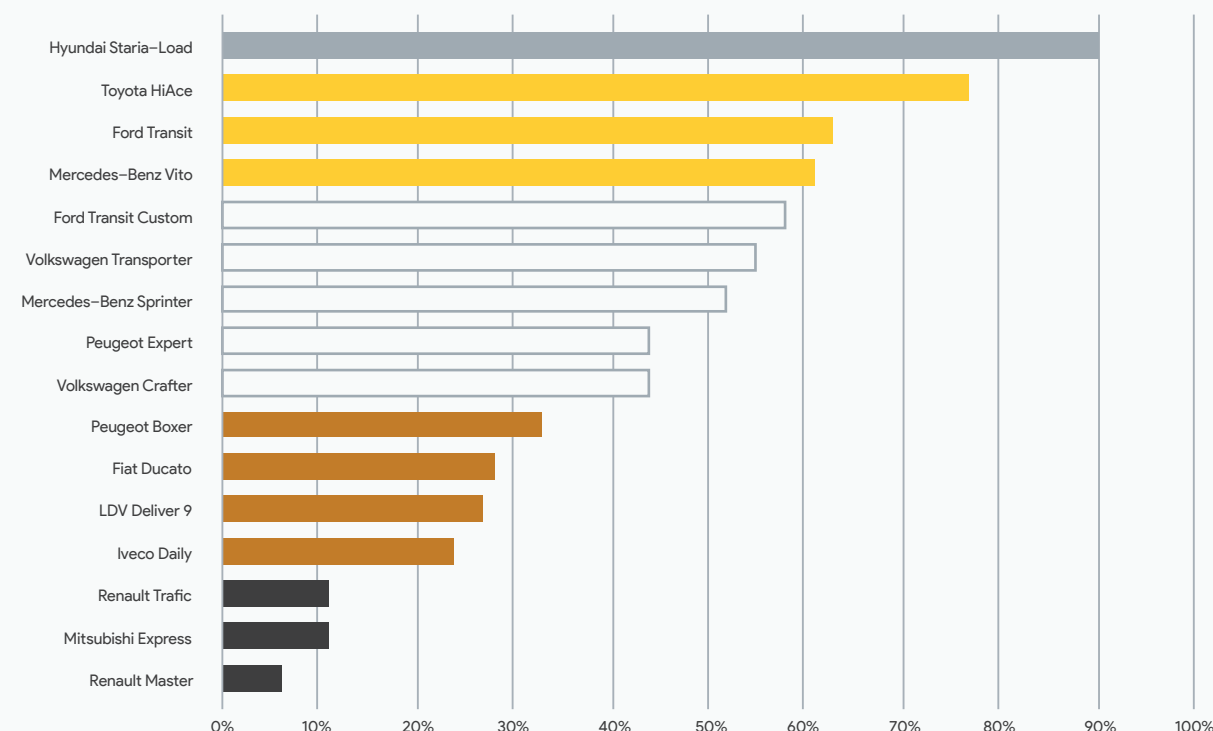
1 MODEL

3 MODELS

5 MODELS

4 MODELS

3 MODELS

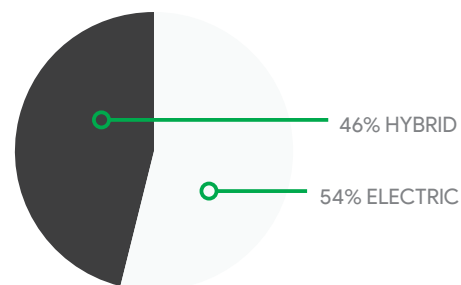


13

ALTERNATIVE-POWERED MODELS were rated

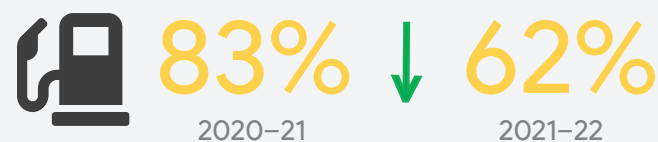
BMW iX
Citroen C4
Cupra Formentor
Hyundai IONIQ 5
Kia EV6
Lexus NX
Mercedes-Benz EQA

Mitsubishi Outlander
Polestar 2
Toyota Mirai
Toyota Yaris Cross
Volkswagen Multivan (NZ)
Volvo XC40 Recharge



7 of the 13
alternative-powered models
rated were
BATTERY ELECTRIC VEHICLES

6 of the 13
were either mild hybrid (MHEV),
hybrid electric (HEV),
plug-in hybrid (PHEV),
or hydrogen powertrains.



21 of 34 models (62%)
of models rated in 2021-22 were
traditional ICE (petrol and diesel)
models.

The year prior, 83% of models
rated were petrol or diesel.



TEST LABORATORIES

Crashlab
APV Tech Centre
CASR
Future Mobility Test &
Research Centre

ABMARC
IDIADA
Thatcham Research
UTAC Ceram
TASS International / TNO

MOST EXPENSIVE MODELS TO RATE



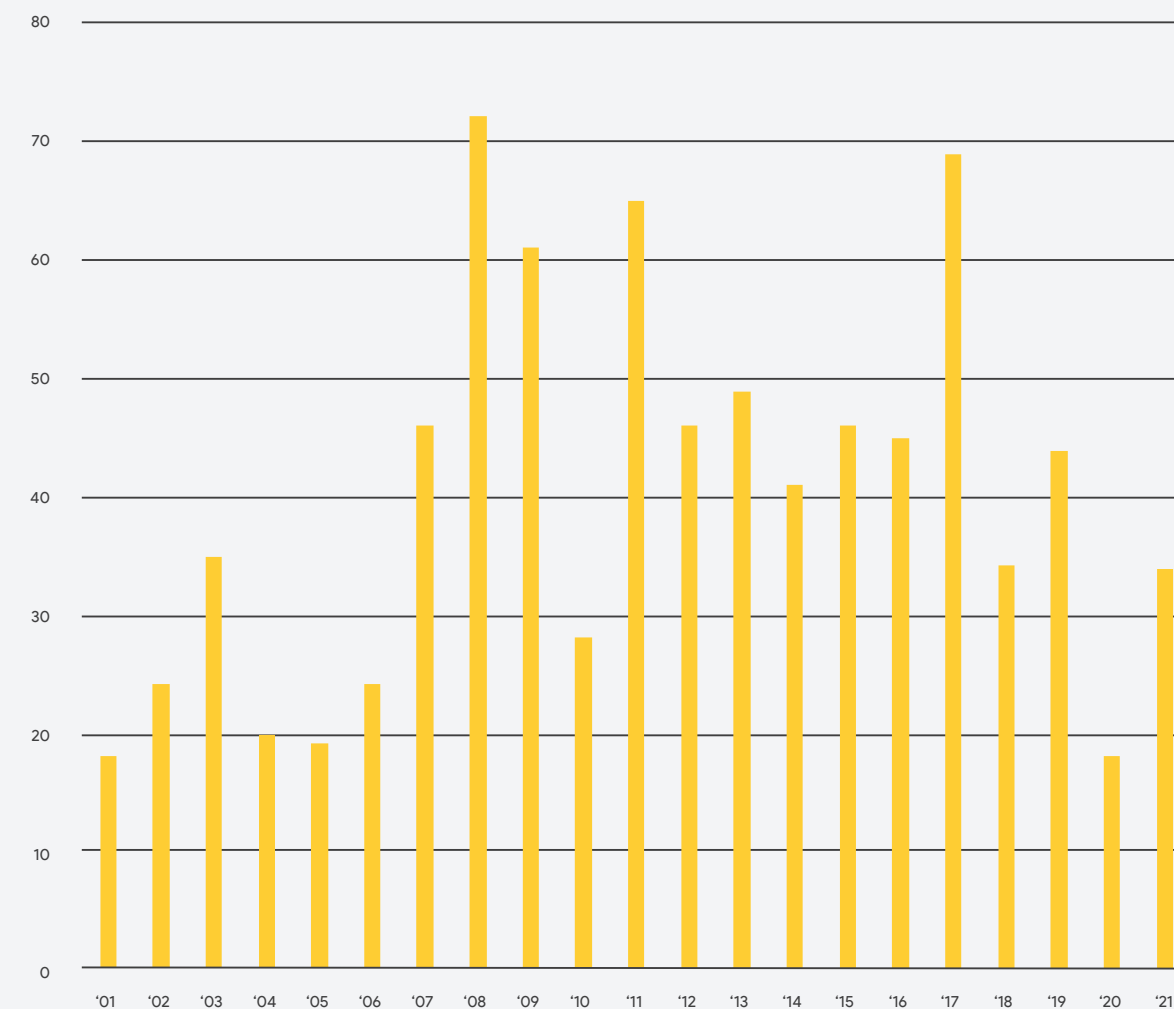
BMW iX
\$1.48 million



Toyota Landcruiser
\$1.25 million

ANCAP SAFETY RATINGS PUBLISHED

CALENDAR YEAR



1,051

RESCUE SHEETS

Available to assist first
responders and provide
expedited post-crash care

506



DUMMIES FACED UP TO THEIR FATE



INVESTMENT & SUPPORT

INVESTMENT & SUPPORT

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.

ANCAP's test, assessment
and vehicle safety advocacy
program is:

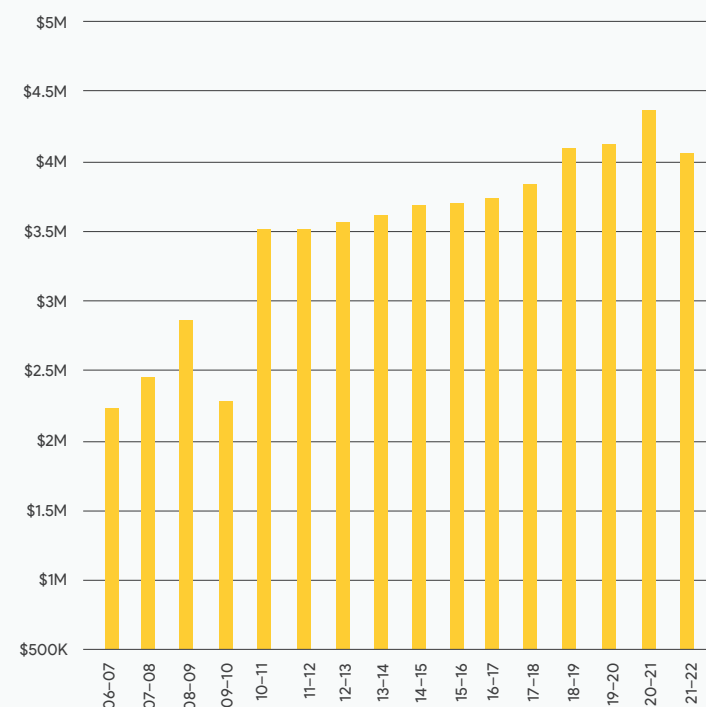
- | **GOVERNED** by its Board **9**
- | **SUPPORTED** by its Members **22**
- | **MANAGED + OPERATED** **9**
by its Secretariat

SUPPORTED BY

22

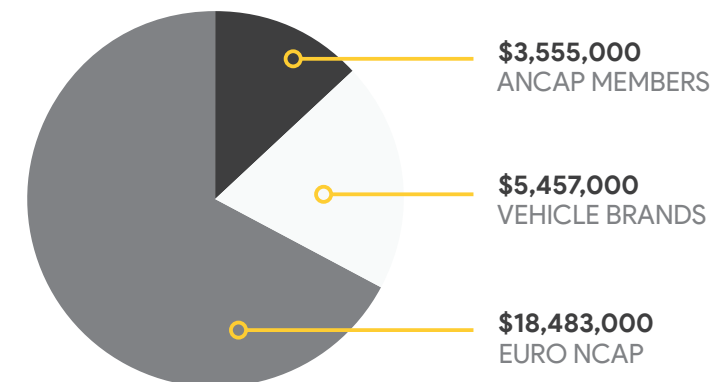
MEMBER ORGANISATIONS
across
Australia & New Zealand

OUR MEMBERS
have contributed
\$47.63M
to ANCAP
over the past
16 years



ANCAP SUPPORT

Support for ANCAP continues to grow through collaboration with our counterpart vehicle safety organisation, Euro NCAP, and vehicle brands.



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
+
provision of test vehicles

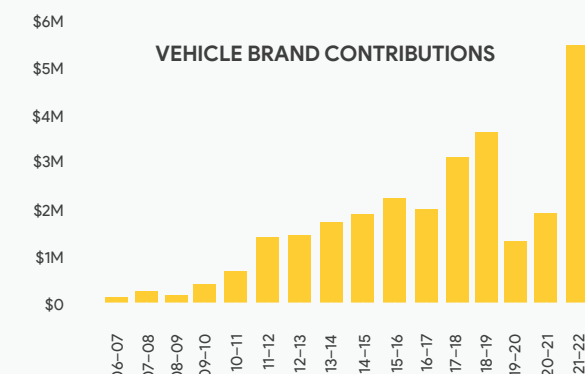
A record

\$5.46 MILLION

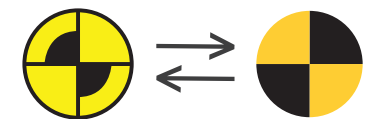
worth of tests and test vehicles were contributed by **VEHICLE BRANDS**

59 tests = \$3.43 million

33 vehicles = \$2.03 million



**COLLABORATION WITH
EURO NCAP IS VITAL**



In 2021-22 it allowed ANCAP to publish ratings for an additional

24 VEHICLE MODELS

**ANCAP
TRANSLATED**

\$3.56M
REVENUE

into

\$25.13M
TEST RESULTS



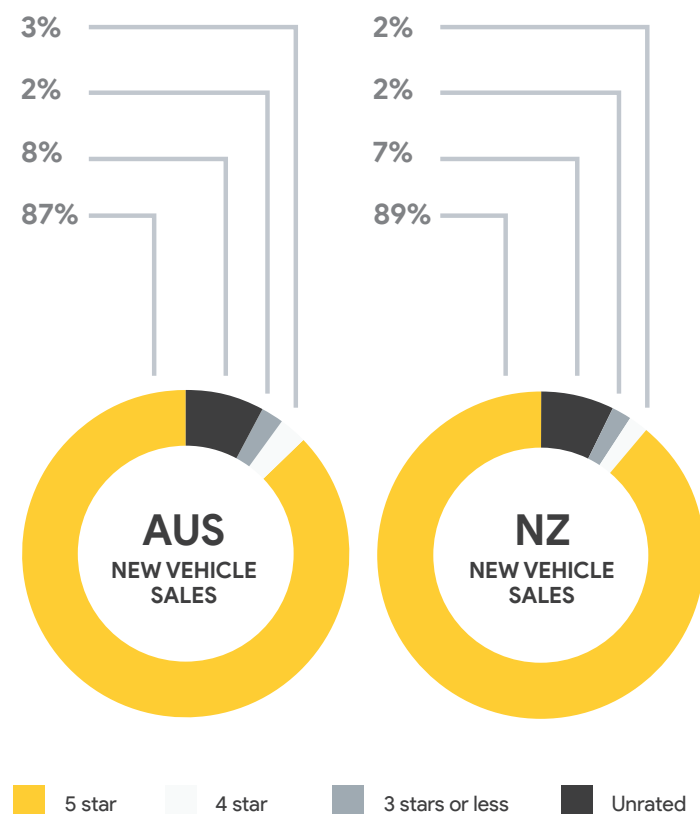
MARKET COVERAGE & VEHICLE SALES

MARKET COVERAGE & VEHICLE SALES

92% of new vehicles sold in **AUSTRALIA** (893,552 vehicles) and **93%** of new vehicles sold in **NEW ZEALAND** (145,137 vehicles) held an ANCAP SAFETY rating

	5 STAR	4 STAR	3 STARS OR LESS	UNRATED
AUS	87%	3%	2%	8%
NZ	89%	2%	2%	7%

MARKET COVERAGE



MOST POPULAR MODELS

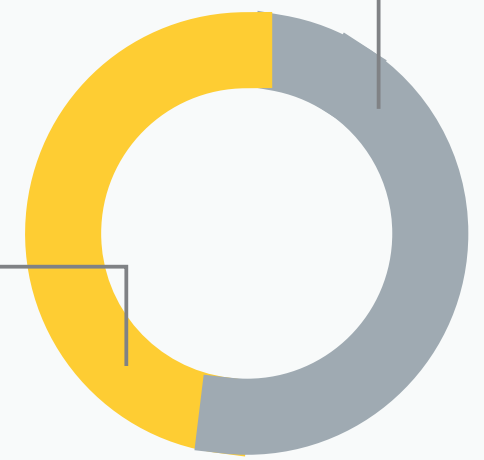
All of the top 10 most popular-selling models in Australia* held a **5 STAR ANCAP SAFETY RATING**

1. Toyota Hilux
2019 datestamp
2. Hyundai Tucson
2021 datestamp
3. Ford Ranger
2015 datestamp
4. Toyota Corolla
2018 datestamp
5. Toyota RAV4
2019 datestamp
6. Isuzu D-MAX
2020 datestamp
7. Kia Sportage
2022 datestamp
8. Mitsubishi Triton
2015 datestamp
9. Hyundai i30
2017 datestamp
10. MG HS
2019 datestamp

* at June 2022

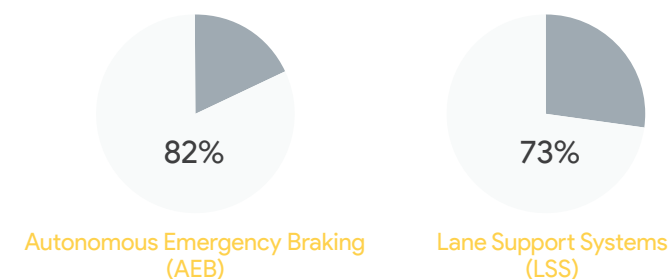
52% **PRIVATE BUYERS**
542,000 new light vehicles (passenger cars, SUVs and LCVs) sold in Australia were purchased by **private buyers**

48% **BUSINESS / FLEET BUYERS**
495,600 new light vehicles (passenger cars, SUVs and LCVs) sold in Australia were purchased by **business and fleet buyers**



COLLISION AVOIDANCE

Standard fitment of collision avoidance technologies increased to:



Vehicles fitted with **CENTRE AIRBAGS**

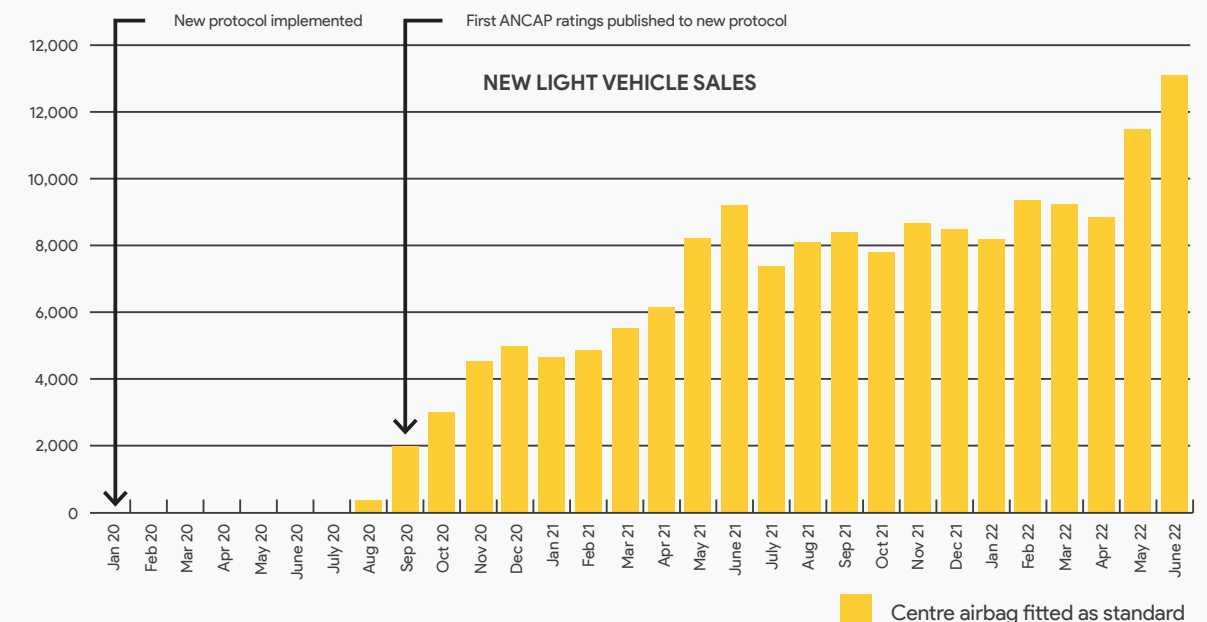
0 → 13,000

June 2020

June 2022

CENTRE AIRBAGS

Centre airbags are one of the newest safety elements recognised through ANCAP testing - designed to reduce injury in side impact crashes. 22 of the 34 cars (65%) rated in 2021-22 came with standard centre airbags positioned between the front seats.

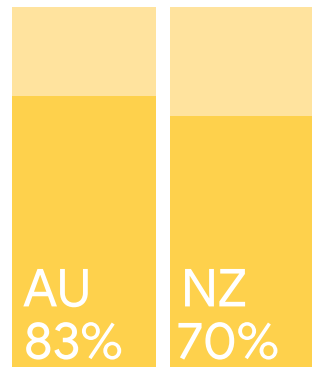




CONSUMER ENGAGEMENT

CONSUMER ENGAGEMENT

CONSUMER AWARENESS



83% of **AUSTRALIAN** new car buyers are aware of ANCAP

70% of **NEW ZEALAND** new car buyers are aware of ANCAP

AWARENESS IS...



Highest among **younger male drivers with a family**



Lowest among **older women drivers**

NET PROMOTER SCORE

+41



SAFETY is the most important attribute when considering the purchase of a new car, followed by **price** and **reliability**.

ANCAP.COM.AU



PAGEVIEWS
1.86M
Up 9%



SESSIONS
919,941
Up 22%



VISITORS
715,750
Up 25%

OF THE 715,750 WEBSITE VISITORS...

40%
were from AUSTRALIA

14%
were from INDIA

10%
were from NEW ZEALAND

8%
were from EUROPE

4%
were from USA

2%
were from SOUTH AFRICA

1%
were from CHINA

HIGHEST NUMBER OF WEBSITE VISITS



12 Nov 21

The highest number of visits to **ancap.com.au** occurred on Friday 12 November 2021

5 STAR RATING PUBLISHED FOR GWM UTE

MOST VIEWED MODELS

Top 3 vehicle models viewed on **ancap.com.au**



HAVAL

1

2

3

MG ZS

Suzuki Jimny

Haval H6

SOCIAL MEDIA FOLLOWERS



Up by 2%



Up by 8%



Up by 25%



Up by 18%



MOBILE
61.4%



DESKTOP
36.6%



TABLET
2.0%

6 in 10 visitors to the ANCAP website viewed it via a **MOBILE PHONE** (up by 29%)

YOUTUBE



469,370 views

11,100 HOURS WATCH TIME

The most viewed video on YouTube was the **Toyota Landcruiser 300**

51,426 VIEWS

The **ANCAP RESCUE** app was active on



46,900
devices (iOS & Android)

AVERAGE OPEN RATE

33.3%

for new vehicle rating alerts and media releases

OUR VISION

Safe vehicles for all.

OUR MISSION

Work with members and partners to eliminate road trauma through independent assessment and market influence.



ANCAP
SAFETY