

Revised NCAP for 2011MY

1



Alliance **OF AUTOMOBILE**
MANUFACTURERS[®]

Vehicle Manufacturers' Perspective

Topics

2

- I. Significant Changes to NCAP**
- II. New Effective Date**
- III. Transition/Communications Issues**

Current US-NCAP Frontal Rating

Frontal Impact

Occupants

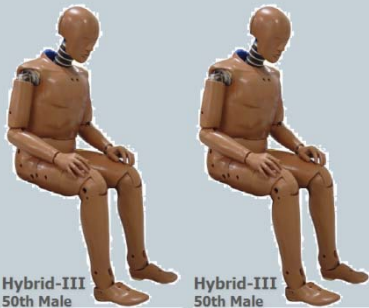
Driver: 50th Male

Passenger: 50th Male



35mph

90° Full Rigid
Barrier
35mph (1 test)



Hybrid-III
50th Male

Hybrid-III
50th Male

Injury Metrics:
Head Injury Criteria
(HIC) 36
Chest G's

New US-NCAP Frontal Rating

Frontal Impact

Occupants

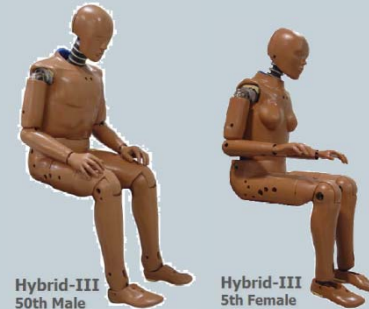
Driver: 50th Male

Passenger: 5th Female



35mph

90° Full Rigid
Barrier
35 mph (1 test)



Hybrid-III
50th Male

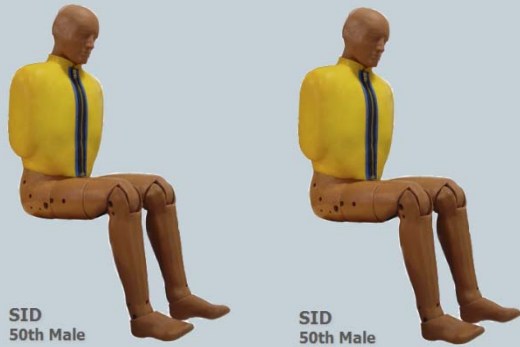
Hybrid-III
5th Female

Injury Metrics:
HIC15, Neck Injury,
Chest Deflection
and
Femur Loads

Current US-NCAP Side Ratings



**Oblique MDB
38.5 mph (1 test)**

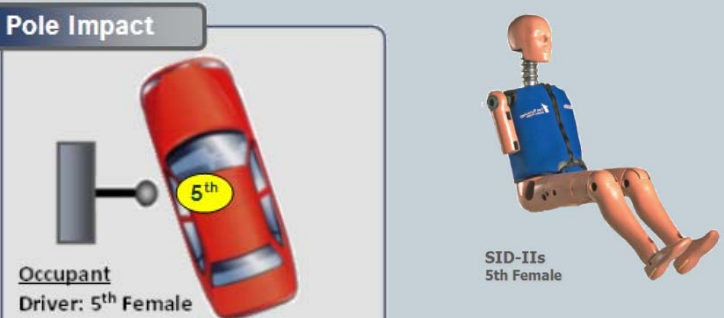


**Dummies – 50th% SID
Injury Metrics:
HIC36
TTI**

New US-NCAP Side Ratings

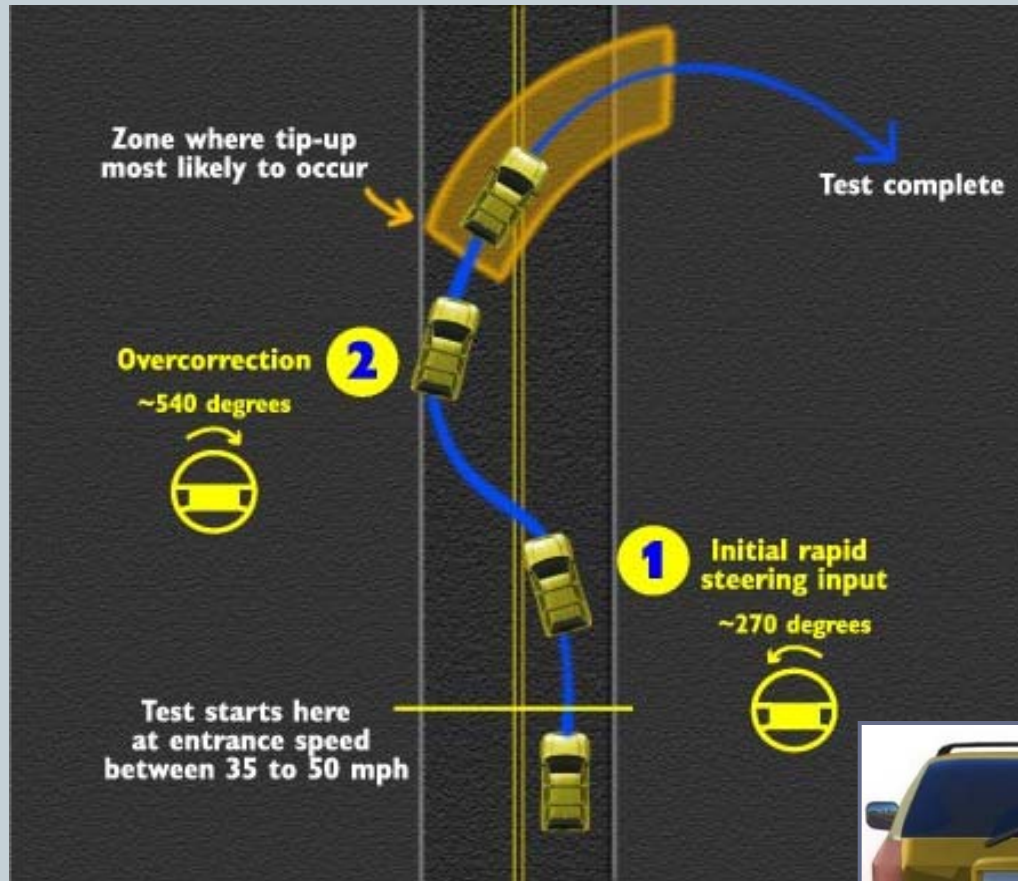


**Oblique MDB - 38.5 mph (1 test)
ES-2re 50thile - front
Injury Metrics: HIC36, Chest Deflection, Abdominal/
Pelvic Force
SID IIs 5thile – rear
Injury Metrics: HIC36, Pelvic Force**

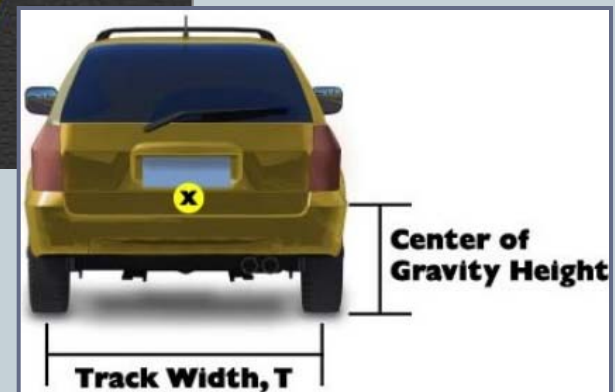


**Oblique Pole - 20 mph (1 test)
SID IIs 5thile - front
Injury Metrics: HIC36, Pelvic
Force**

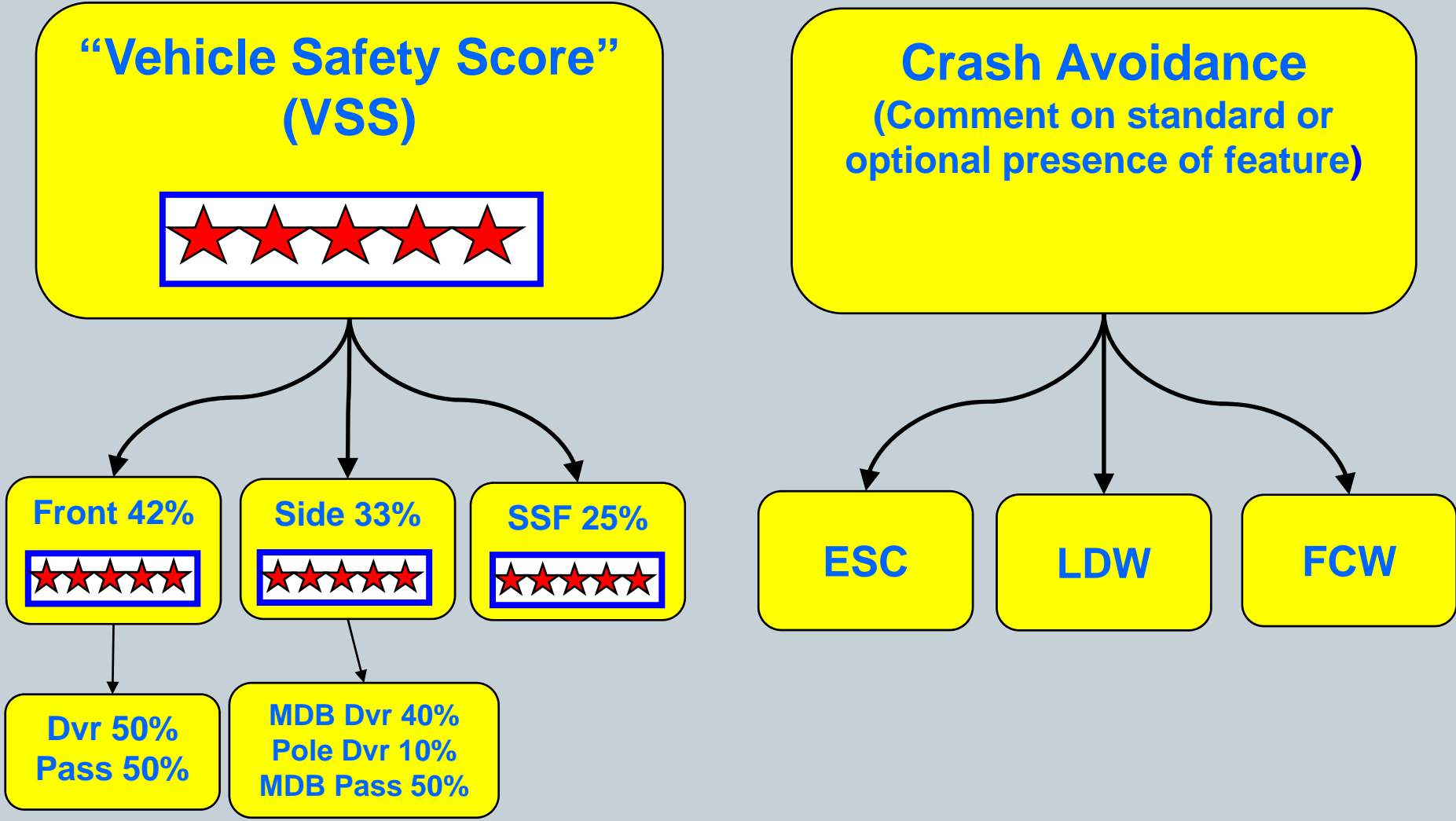
New US-NCAP Rollover Rating



- No Change -
Static Stability Factor and “Fish-hook” Maneuver



Revisions to US-NCAP Ratings



New Effective Date

7

Recently NHTSA announced that it was postponing the implementation of the revised NCAP by one year (it will now apply to MY 2011 vehicles and later). The Alliance supports NHTSA's decision since it will provide time for NHTSA to:

- Initiate rulemaking regarding changes to the Monroney label (Stars on Cars),
- Review and resolve significant remaining technical issues, and
- Address transition/implementation issues and develop communications messages to consumers and other key stakeholders.

Transition Issues

8

NHTSA's delay of the implementation will provide additional time for the agency to manage transition issues and to implement the necessary communications to support the changes in NCAP.

However, some transition issues will still remain.

Transition Issues – Batch Testing & Release of Ratings

9

One significant concern relates to how the agency will release the results of the first vehicles that it tests. If these vehicles do not have any similarly tested and rated peer vehicles, consumers will not have the ability to make appropriate comparisons and may be prone to make inappropriate comparisons with peer vehicles rated to the old protocol.

As a result, consumers may get the wrong impression that vehicle safety has declined from prior model years.

Transition Issues – Batch Testing & Release of Ratings

10

To partially address this concern, the Alliance recommends that, at least initially, the agency test and release the ratings for vehicles in batches by segment.

One way this can be done is by establishing a "critical mass" criterion for releasing ratings for any given segment. After achieving base critical mass, NHTSA would then release additional vehicle results as the vehicles are tested.

Communication Issues

11

Given the vast scope of the changes to the NCAP program, it is likely that there will be a number of areas where there will be the potential for consumer confusion.

For instance, even if the test results are released in peer vehicle batches, it is foreseeable that some consumers will attempt to make cross model year comparisons between vehicles rated to the old and new programs.

As a result, they may reach the false conclusion that vehicle safety has declined from prior model years.

Communication Issues

12

General lack of revised NCAP understanding

- Consumers may be unaware of the new, more complicated protocol and test metrics. For example, changes include revised occupant level metrics, new “crash” mode ratings (F/S/RO) and an overall vehicle safety score (VSS).

Communication Issues

13

Need for consistent messaging among all outside communications channels

- While NHTSA will update its website, other high-profile Websites (e.g., AAA.com and Cars.com) may continue carrying or referencing old NCAP ratings. Additionally, these information sources may continue to have Web functionality allowing consumers to compare vehicles that have been rated under different NCAP test procedures.

Communication Issues – Recommendations

14

Communications (for NHTSA and others) must clearly:

- Explain the significant NCAP changes, and
- Indicate that star ratings will likely decrease and explain that this decrease is intentional and does not necessarily indicate a decrease in real-world safety from one model year to the next.

Communication Issues – Recommendations

15

Communications must emphasize that the new system does not permit comparisons among:

- Vehicles of different classes and weights, and
- MY 2011 and later vehicle ratings with MY 2010 and earlier vehicle ratings

Communication Issues – Recommendations

16

- **Communication efforts should be expanded to include fleet management companies.**

In Conclusion

17

- The Alliance stands ready to assist NHTSA in its efforts to address the remaining issues necessary to ensure a successful launch of the new NCAP program.