



Latin NCAP

past and present

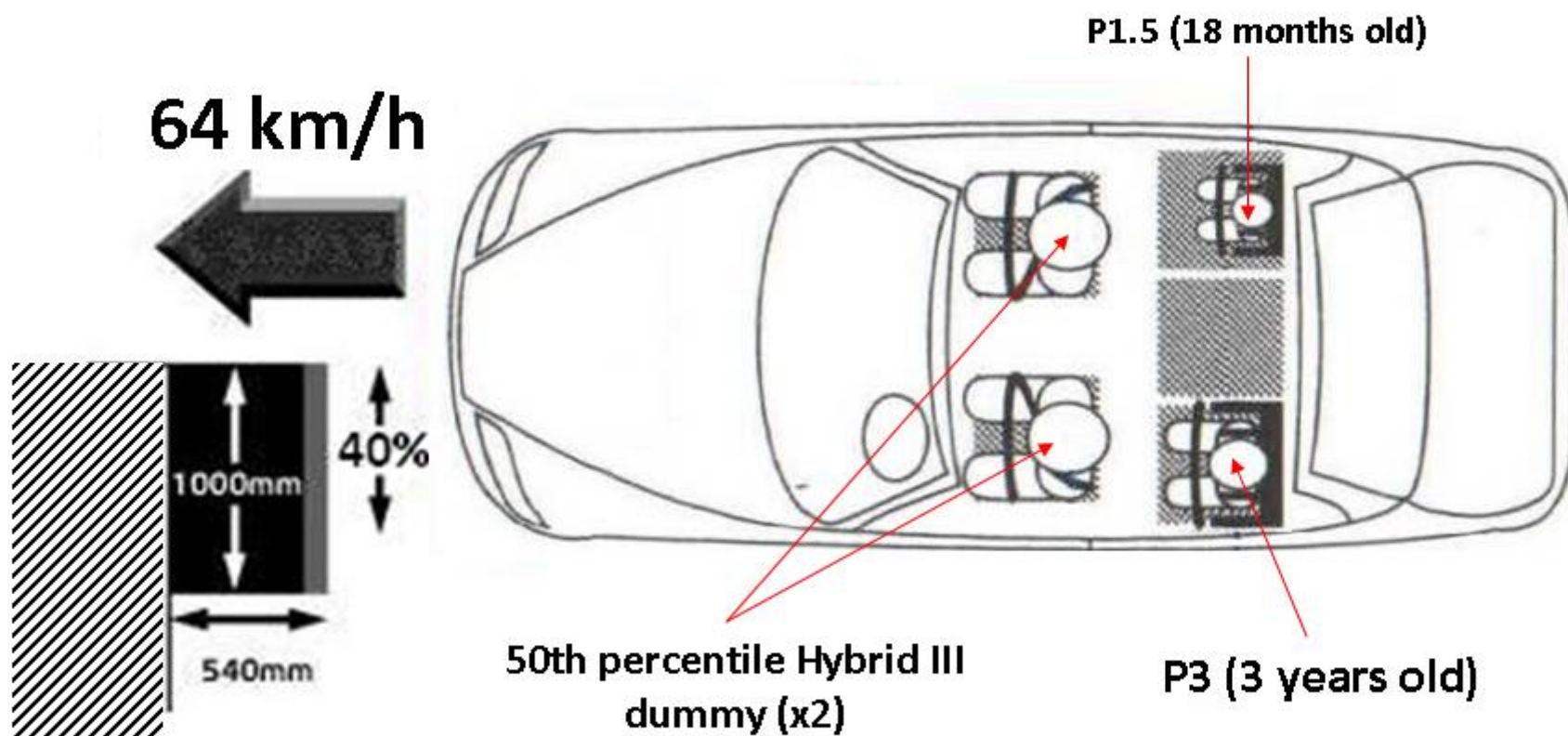
*Alejandro Furas - Latin NCAP
India, January 31st 2013*



GLOBAL NCAP



Test: Frontal crash 40% offset



Points and Star rating

2010 - 2012



At least 14pt to get 5 stars



Some models that Latin NCAP tested



Suzuki Alto



	Adulto			Niño	
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JAC J3



Adulto



Niño



Nissan Tsuru o Sentra



	Adulto			Niño	
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TOYOTA Etios + 2 Airbags

(Only valid for Brazil Market)



12.87 max. 16.00 **Adult Occupant**



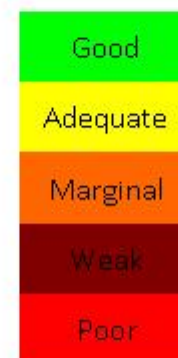
17.38 max. 49.00 **Child Occupant**



Front passenger

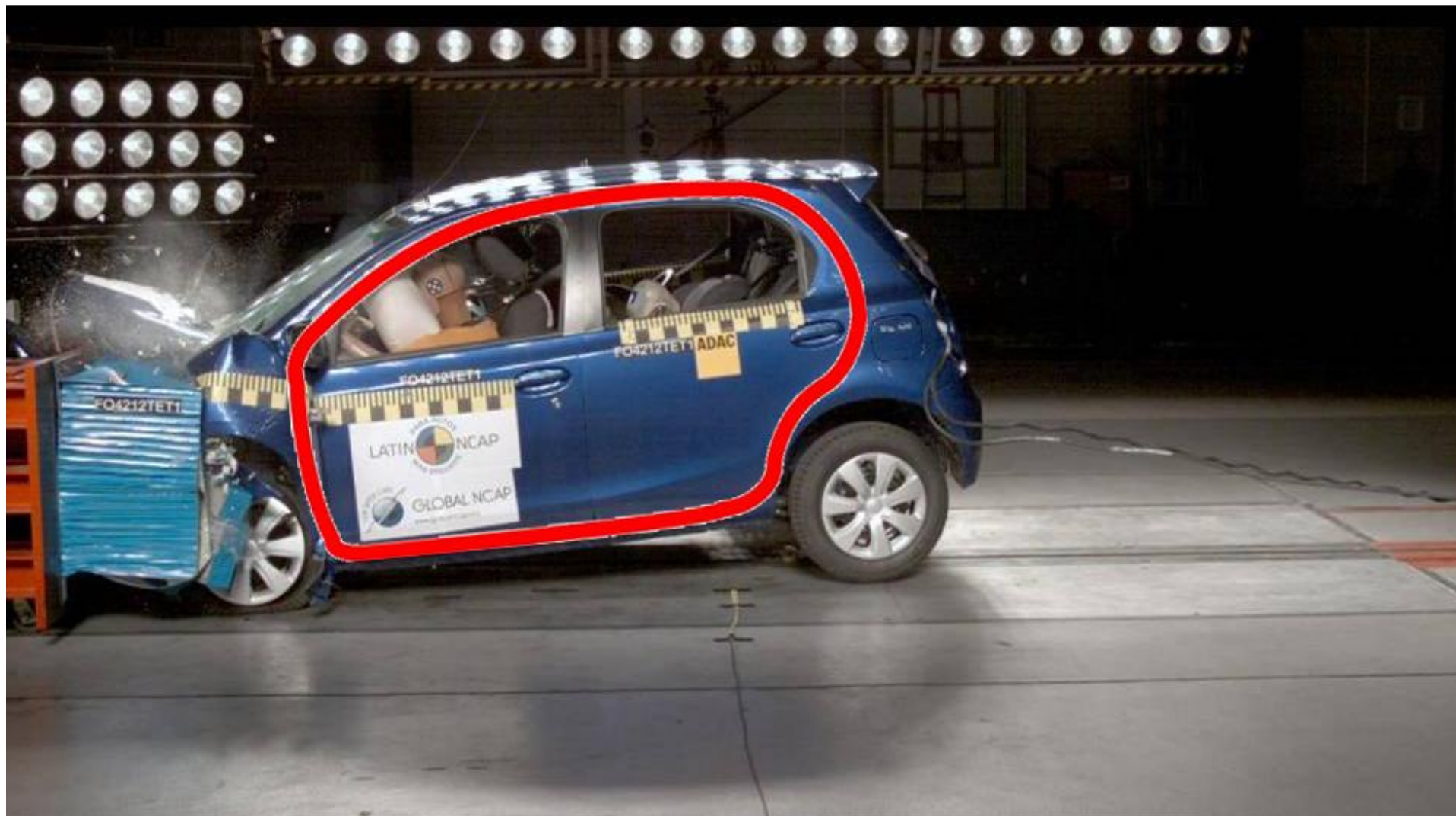


Driver











Indian cars reach 4 stars in Latin America (Suzuki Celerio)



Points and Star rating

2013 - 2015

+1 pt points for SBR (assessed according to EN)

Allowed under conditions:
Orange Critical Body Region

Knee mapping allowed under conditions:
See protocols

At least 14pt in assessment
+ ECE95 + SBR + ABS 4ch req





Manufacturers kept complaining

Volkswagen up! + 2 Airbags



15.86 max. 17.00 - Adult



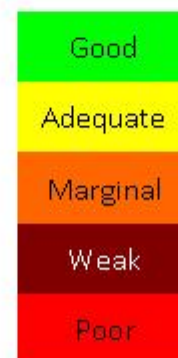
39.54 max. 49.00 - Child



Front passenger



Driver





VW CLÁSICO (BORA) - FIII	✓ 2	★★★★☆	★★★☆☆
Fiat PALIO ELX 1.4 EMOTION* - FI	✓ 2	★★★★☆	★★★☆☆
VW GOL TREND 1.6* - FI	✓ 2	★★★★☆	★★★☆☆
Chevrolet MERIVA GL PLUS - FI	✓ 2	★★★★☆	★★★☆☆
Hyundai HB20 HATCHBACK ^o - FIII	✓ 2	★★★★☆	★★★☆☆
Nissan TIIDA HATCHBACK - FII	✓ 1	★★★★☆	★★★☆☆
Renault CLIIO MIO* - FIV	✓ 2	★★★★☆	★★★☆☆
Peugeot 207 COMPACT 5p 1.4* - FI	✓ 2	★★★★☆	★★★☆☆
Nissan MARCH* - FII	✓ 2	★★★★☆	★★★☆☆
Ford KA FLY VIRAL - FII	✗	★★★★☆	★★★☆☆
Chevrolet CELTA - FII	✗	★★★★☆	★★★☆☆
Fiat NOVO UNO - FII	✗	★★★★☆	★★★☆☆
Fiat PALIO ELX 1.4 - FI	✗	★★★★☆	★★★☆☆
JAC J3 - FIII	✓ 2	★★★★☆	★★★☆☆
Peugeot 207 COMPACT 5p 1.4 - FI	✗	★★★★☆	★★★☆☆
Renault SANDERO - FIII	✗	★★★★☆	★★★☆☆
VW GOL TREND 1.6 - FI	✗	★★★★☆	★★★☆☆
Chevrolet CORSA CLASSIC - FII	✗	★★★★☆	★★★☆☆
Suzuki ALTO K10 - FIV	✗	★★★★☆	★★★☆☆
Geely CK1 1.3 - FI	✗	★★★★☆	★★★☆☆
Chevrolet AGILE - FIV	✗	★★★★☆	★★★☆☆
Renault CLIIO MIO - FIV	✗	★★★★☆	★★★☆☆
Nissan TSURU (SENTRA B13) - FIV	✗	★★★★☆	☆☆☆☆☆



Summary of results phases I, II, III, IV - 4 and 5 Star Models

Ford FOCUS III* - FIV	✓ 2	★★★★★	★★★★☆
Seat NUEVO LEÓN* - FIV	✓ 6	★★★★★	★★★★☆
Volkswagen JETTA (VENTO)* - FIV	✓ 2	★★★★★	★★★★☆
Volkswagen up!* - FIV	✓ 2	★★★★★	★★★★☆
Ford ECOSPORT* ^o - FIV. UPDATE	✓ 2	★★★★★	★★★☆☆
Ford NEW FIESTA - FIII	✓ 2	★★★★☆	★★★★☆
Honda CITY* - FIII	✓ 2	★★★★☆	★★★★☆
Chevrolet CRUZE* - FII	✓ 2	★★★★☆	★★★☆☆
Ford ECOSPORT ^o - FIII	✓ 2	★★★★☆	★★★☆☆
Ford FOCUS STYLE* - FII	✓ 2	★★★★☆	★★★☆☆
Hyundai HB20* ^o - FIV RE-ASSESSMENT	✓ 2	★★★★☆	★★★☆☆
VW POLO* - FIII	✓ 2	★★★★☆	★★★☆☆
Renault FLUENCE* - FIII	✓ 2	★★★★☆	★★☆☆☆
Suzuki CELERIO* - FIV	✓ 2	★★★★☆	★★☆☆☆
Toyota ETIOS HATCHBACK* - FIII	✓ 2	★★★★☆	★★☆☆☆
Chevrolet MALIBU* - FIV	✓ 10	★★★★☆	★☆☆☆☆
Nissan TIIDA HATCHBACK* - FII	✓ 2	★★★★☆	★☆☆☆☆
Toyota COROLLA XEI - FI	✓ 2	★★★★☆	★☆☆☆☆

●=sponsored by manufacturer





Do cars that look the same offer the same protection levels?





WE COMPARED...

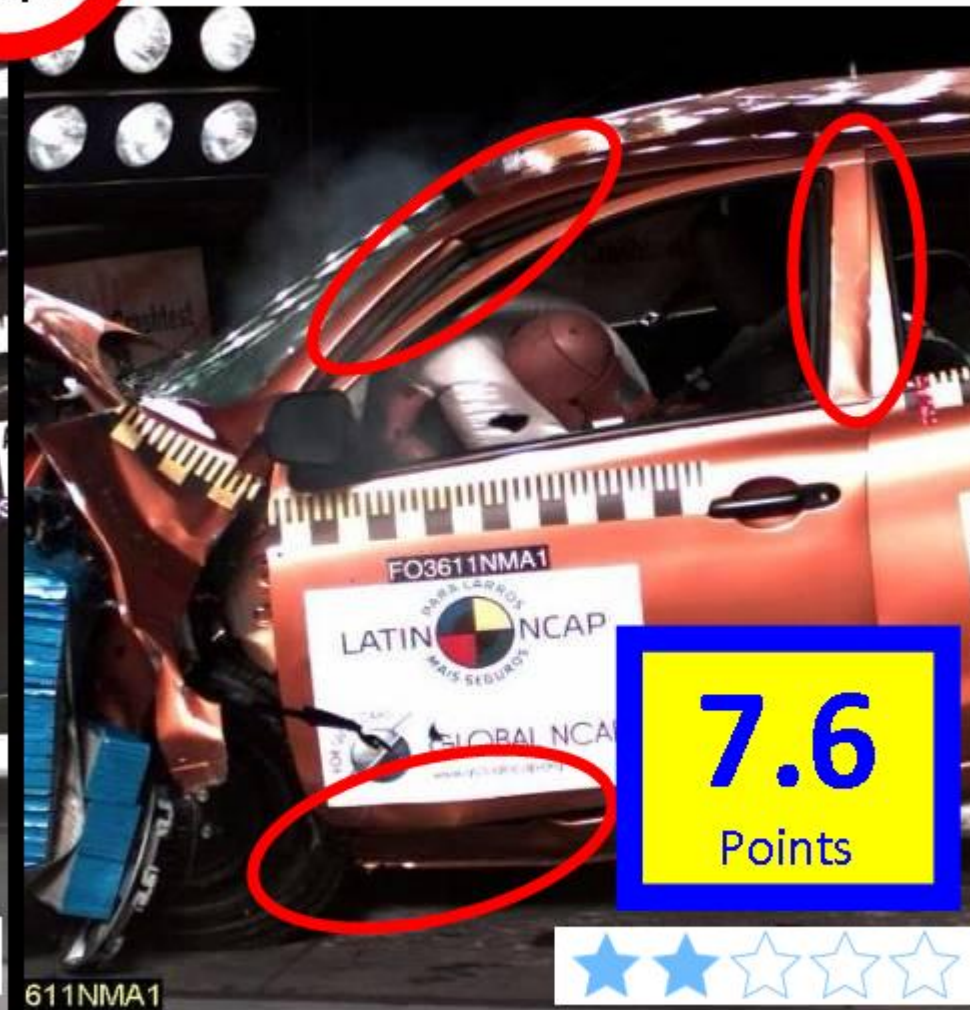




64
km/h



64
km/h





Nissan Micra



Nissan March

June 2012

Values in €EUROS

	Structure						ARG	BRA	COL	URU	GER	FRA
March		✗	✗	✗	✗	✗	N/A	N/A	10,469	13,397	N/A	N/A
March		✓	✗	✗	✗	✗	13,420	9,900	13,885 +3,416	15,800 +2,403	N/A	N/A
Micra		✓	✓	✓	✓	✓	N/A	N/A	N/A	N/A	10,840	10,590
Average cost of a ICU child bed per day							2,000			1,200		

Estimated cost for the manufacturers of an airbag module: U\$S 70

Cost for the manufacturer of an ESC unit (having ABS): U\$S 50



WE ALSO COMPARED...















WHAT ABOUT COMMUNICATION?



Communications.



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- 🌐 Over 3,000 audience
- 🌐 Over 60,000 clicks in a week
- 🌐 1,000,000 click in YT channel in 10 days



Misuse of Star Rating

QASHQAI

EURO NCAP
★★★★★

5 estrellas en seguridad
La máxima puntuación de la historia en pruebas Europeas

QASHQAI
1s9.990.000

PRECIO RECOMENDADO

CON IVA
\$500.000

CON IVA
\$300.000

EURO NCAP
www.euroncap.com
★★★★★

PEUGEOT RECOMIENDA LUBRAX El lubricante de Peugeot

EURO NCAP
★★★★★

PEUGEOT RECOMIENDA LUBRAX El lubricante de Peugeot



Misuse of Star Rating



Use of Latin NCAP results

TOYOTA ETIOS. DESTAQUE EM SEGURANÇA EM UM DOS MAIORES PROGRAMAS DE AVALIAÇÃO AUTOMOTIVA.

Quando o assunto é segurança, a Toyota Etios vai na frente. O resultado conquistado pelo Etios hatchback no Latin NCAP prova isso. O Latin NCAP é uma iniciativa de grandes empresas e associações automobilísticas, como a Federação Brasileira de Automóveis (FBA), para oferecer aos consumidores avaliações de segurança dos automóveis da América Latina. Conquistando excelente avaliação em colisão frontal, o Etios se destaca e mostra qual veio para vencer.

3^o TEST DRIVE

ETIOS

Respeite a sinalização de trânsito.

TOYOTA
Pensando mais longe

FRONTAL A55**
AIR BAGS DE SÉRIE
CARRINHO DE REFORÇAÇÃO
QUALIDADE TOYOTA



Pilot Phases Conclusions

- Bodyshell integrity, airbags and seatbelts are critical for the protection of occupants.
- Models for Latin America showed poorer protection than the same model even with same equipment for Europe.
- The latest models tested showed already an improvement in the structural stability.
- The protection of child occupants is low because of the marginal to poor protection offered by the CRS, the incompatibility car-CRS and high probability of misuse.
- As structures become more stable and stiff, the rear seat restraint systems and CRS must be improved to offer better protection.
- First cars to score 4 stars in Child occupant safety: Ford Fiesta and Honda City. ISOFIX CRS were used and showed good protection performance and considerable reduction of misuse possibilities.





Thank you very much
for your attention

www.latinncap.com

Questions?



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