

Why the stars on cars *really* matter

Lisa Rossiter, NZ Transport Agency

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Because...

People are at least 90% more likely to be killed or seriously injured in a 1-star vehicle than in the 5-star vehicle





This is what happens when **1-star cars** crash



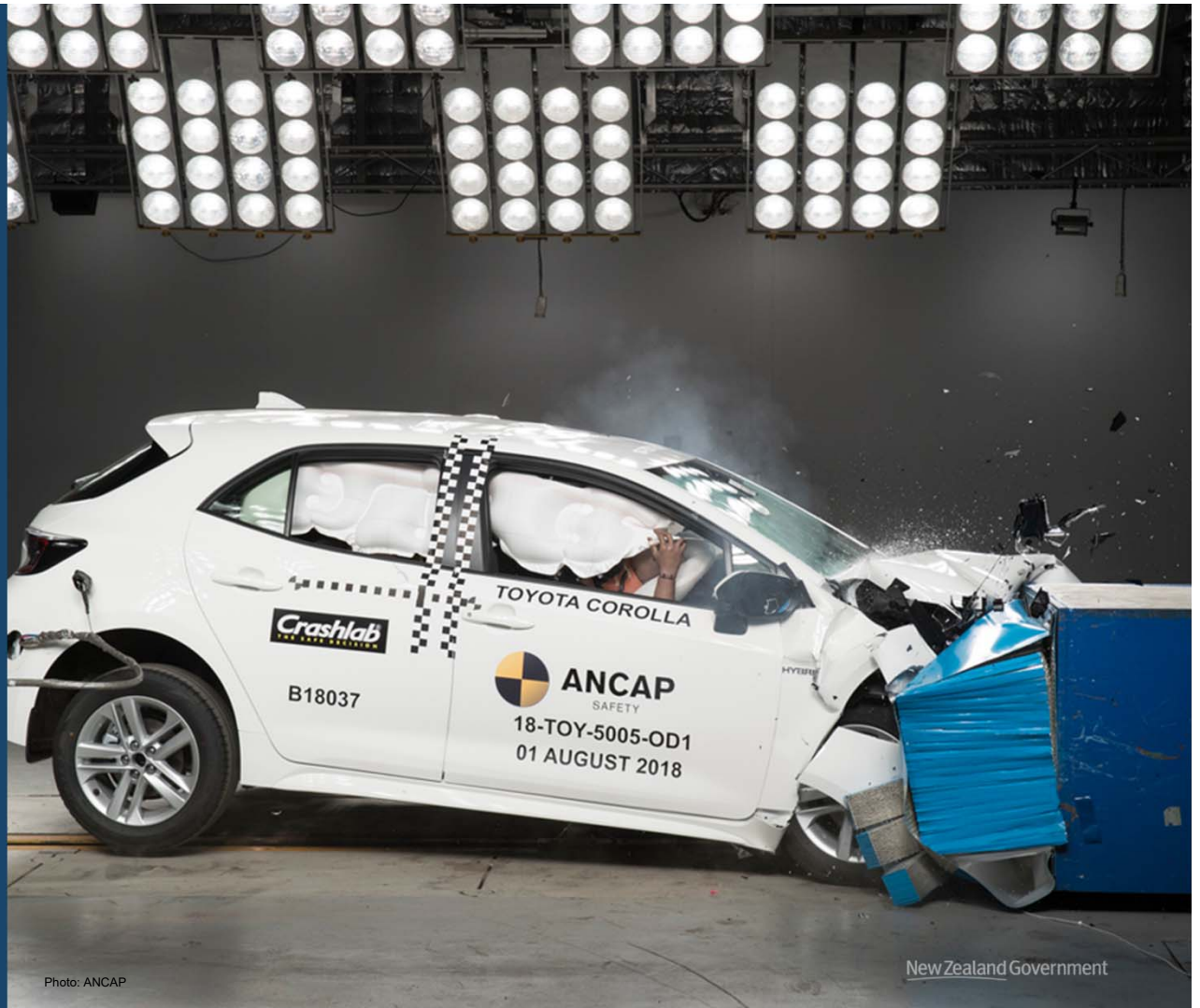
Photo: ANCAP

New Zealand Government





This is what happens when **5-star cars** crash

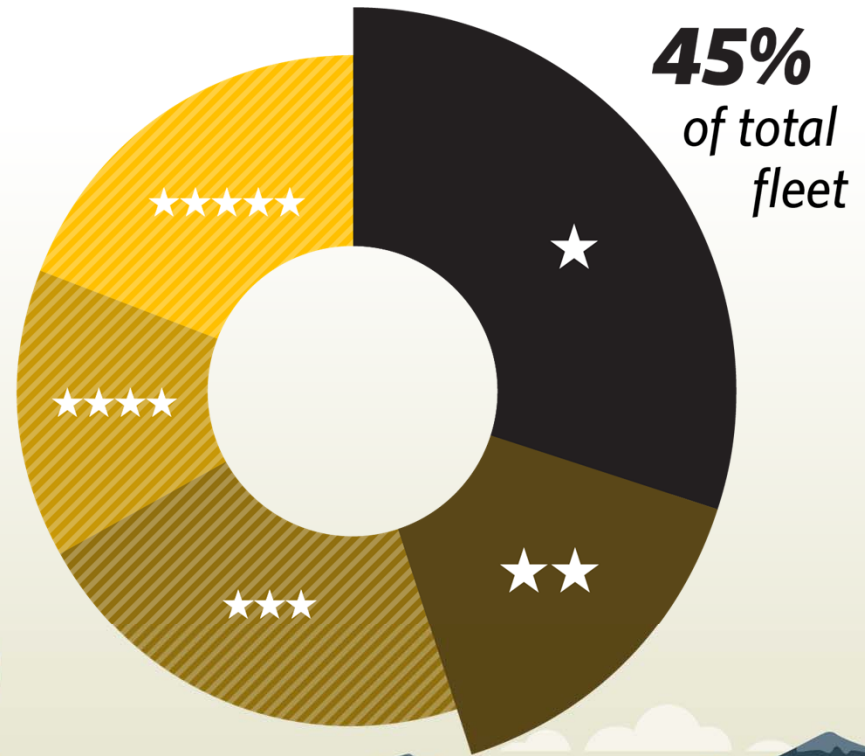




Safety rating of vehicles in the NZ fleet

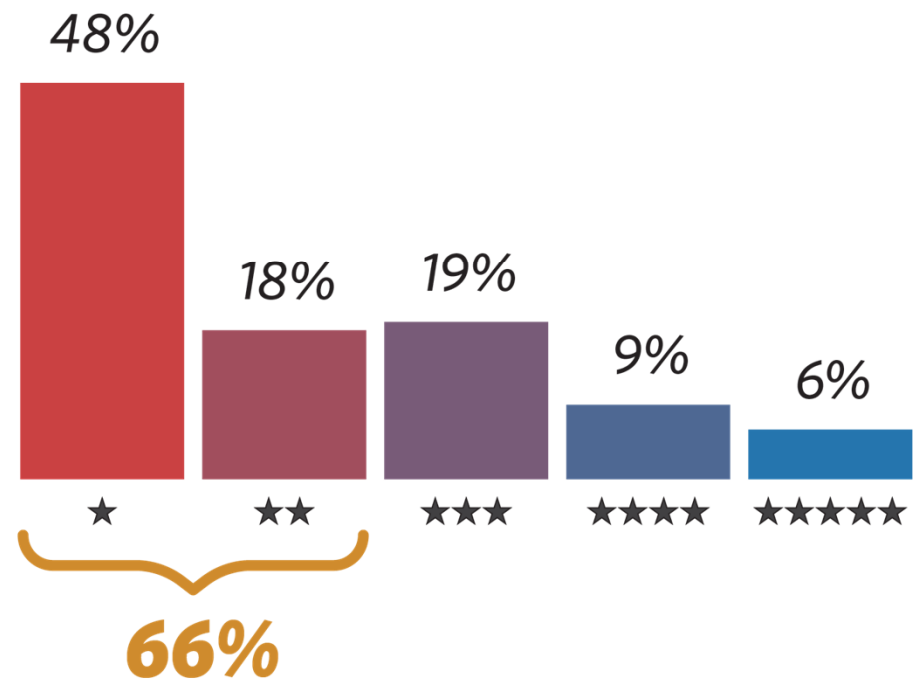


Safety rating of vehicles in the NZ fleet



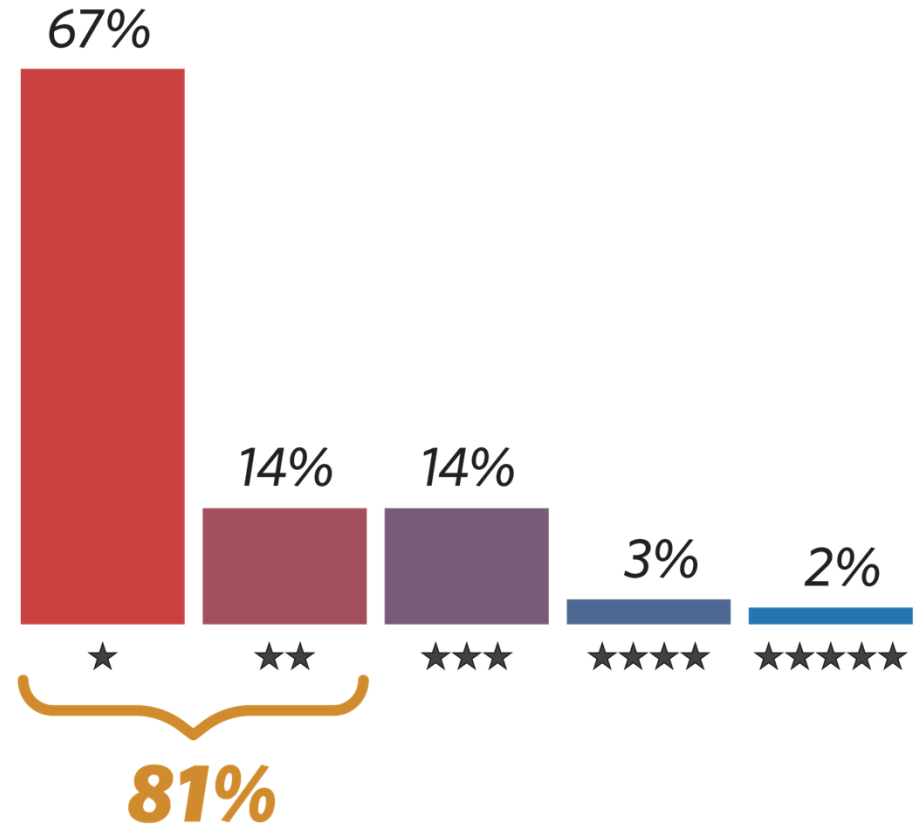
Vehicle safety ratings in NZ serious crashes

Vehicle occupants in death and serious injury crashes



Vehicle safety ratings in NZ serious crashes involving young people

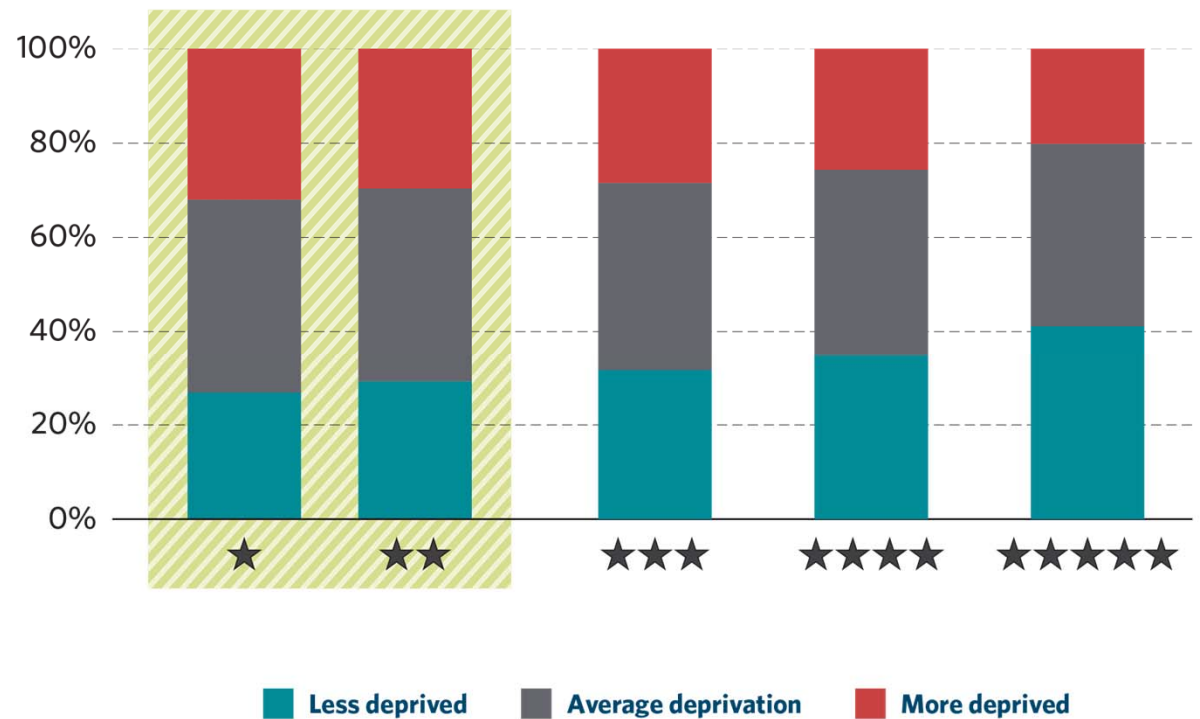
16 – 24 year olds in death and serious injury crashes



So where are these vehicles?

Almost a third of 1 and 2 star vehicles are in more affluent communities

- this is a big opportunity!



If everyone was driving a 5 star car...

930 fewer deaths and serious injuries per year
– a 29% reduction

2008 AUDI A3

\$4,500

2007-15 FORD MONDEO

\$4-13k

2010-2011 SUBARU LEGACY

\$6-10k



The challenges are big but the size of the prize is even bigger

Reducing the proportion of 1 and 2 star cars in the fleet is a priority for the NZ Transport Agency

We look forward to your support



Photo: ANCAP