



ASEAN
NCAP

www.aseancap.org

Safer Cars for ASEAN Region

ASEAN NCAP PROPOSAL FUTURE COMMUNICATION

MIROS

18 SEPTEMBER 2017



MIROS
MALAYSIAN INSTITUTE OF ROAD SAFETY RESEARCH
ASEAN ROAD SAFETY CENTRE



FIA Foundation
for the Automobile and Society



ASEAN NCAP New Rating Plate (2017-2020)



- User friendly to consumers
- All 3 domains of assessment are included in the star rating
- Consumers easily know the overall rating of the tested vehicle

Font & Colour Code

FONT : AGENCY FB BOLD
SIZE : 52
COLOR: WHITE (#FFFFFF)

FONT : AGENCY FB REGULAR
SIZE : 38.25
COLOR: WHITE (#FFFFFF)

The stars
has 3 color
codes with
10 sides.
Darker
color code
applies to
darker side.

FDDA32
E8B32F
D29E2C

BACKGROUND
COLOR: BLUE (#117BC0)

FONT: AGENCY FB BOLD
SIZE: 38.25
COLOR: WHITE (#FFFFFF)

BACKGROUND
COLOR: DARK BLUE
(#0D2A41)



ASEAN NCAP Old Rating Plate (2014-2016)

**MY
CAR**
WITH 8 AIRBAGS
SBR: **DR FP** ESC: **YES**



**ADULT
OCCUPANT
PROTECTION**
★ ★ ★ ★ ★
16.00 / 16.00

**CHILD
OCCUPANT
PROTECTION**
★ ★ ★ ★ ★
100%

SIDE IMPACT TEST (UN R95): **PASS**

CRASH TEST JANUARY 2014

- Not user-friendly with 2 ratings on the same plate
- Dual rating for variant with ESC and SBR and for variant without
- Non-well informed consumers might not know which rating is for which variant they are purchasing
- OEM crafted the plate on their own for the ad

Sample Ad with Rating Crafted by Manufacturer

READY TO MEET EVERY NEED

Your Alza, your way. Shape it to meet your requirements with ease.



7-passenger Mode



5-passenger Mode (With Sliding 2nd Row Seats)



4-passenger Mode



2-passenger Mode III



2-passenger Mode II



Front Semi-flat Mode*



Full-flat Mode*

*Static condition.

SAFETY AND PERFORMANCE

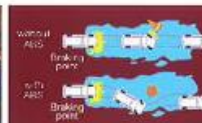
Every ride is an adventure. Every journey comes with peace of mind.



Dual SRS Airbags



Collision-resistant Body



Collapsible Steering Shaft Mechanism



Pedal Intrusion Reduction Mechanism



without ABS

with ABS

Lowest Sway FBD

Controlled Overhead LEDS

ABS Anti-lock Braking System with EBD

Electronic Brake Distribution and SA Brake Assist**



The high-performance 1.5L DVVT, DOHC with EFI engine delivers excellent fuel economy, smooth pick-up and acceleration, and cleaner gas emissions with minimal vibration noise.

DVVT DOHC EFI
Dynamic Variable Valve Timing Double Overhead Camshaft Electronic Fuel Injection

BETTER POWER TO WEIGHT RATIO

Equipped with a 1.5L engine with 76kW/6000rpm (max. output) and 136Nm/4400rpm (max. torque) in a lightweight body, the Perodua Alza is engineered to deliver better performance and lower fuel consumption.

**Only available with SE and Advanced Version variants.

Sample Ad Cont'



INNOVA
TERBARU

PRESTIJ KINI LEBIH SEMPURNA

toyota.com.my

MPV terprestij, kini dirangsang untuk mencapai ketinggian. Ruang prestasi yang diperluas, dan pilihan warna hitam yang elegan, membuat Innova terbaru **5 STAR ASEAN NCAP PRE Award** ini menjadi pilihan yang tidak terpisahkan di kelas MPV.

Alasan Toyota Innova terbaru ini pantas dinobatkan Toyota berbangsa anda sebagai!



5
STAR
ASEAN
NCAP
PRE
AWARD



EEV
Eco-Engine
Vehicle



TOYOTA
ALL ABOUT YOURS

1800-TOYOTA (829282) atau hubungi kami di www.toyota.com.my

CR-V

- Overview
- Performance**
- Comfort
- Styling
- Safety
- Gallery
- Pricing
- Specifications
- Major Equipment
- Maintenance
- Services
- Accessories
- Shopping Tools

[Find a Dealer](#)

BECAUSE EVERYONE IN THE FAMILY DESERVES IT.






**ASEAN
NCAP**
www.aseanncap.org

**ADULT
OCCUPANT
PROTECTION**
★★★★★

**CHILD
OCCUPANT
PROTECTION**
★★★★★

**5 YEARS
WARRANTY
UNLIMITED
MILEAGE**

**NEW FREE
SERVICE**

**NEW MAINTENANCE
MENU**

With a style your family loves, advanced features that are designed for everybody, and safety features to keep them safe and sound, it has all your family's wants and needs, in one car.

STARTING AT
RM 142,900

WATCH TV ADS



VIEW GALLERY



Sample Ad Cont'



 **TRITON**
BAHARU

SATU-SATUNYA PIKAP* DENGAN JAMINAN
200,000KM / 5 TAHUN



*Hingga kategori 2.4L
**Sah untuk varian Adventure sahaja

Sample Ad Cont'



ASEAN NCAP Labelling



What Are We Trying to do with Labelling

- To make it mandatory for ASEAN NCAP star rating to be displayed in showrooms
- To inform consumers on the correct rating of the tested vehicle
- Non-tested vehicles will also be required to display that they are not tested by ASEAN NCAP
- To eliminate declaration of double standards rating, e.g. use of Euro NCAP ratings

Proposed ASEAN NCAP Labelling



Sample Ad with Double Standard Rating

领先同级车款的操控特质，让卓越的性能更上一层楼。
 奢华的车内装置和先进的资讯娱乐功能，将舒适升华至另一境界。
 与 一起迈向全新标准。备有轿车及休旅车款型，如今利率仅从1.18%起。

Sedan





视听导航(AVN)
视听导航系统附设液晶变屏以及精心编排的功能按钮，让听音乐、导航和免提通电更添方便。休旅车款更附设于前座椅背的后座娱乐屏幕。



1.8 2.0 GDI 引擎
1.8 2.0 汽油引擎提供超强性能，降低废气排放量及减少油耗。



全景天窗
当您打开天窗时，外面截然不同的景色定能让您眼前一亮。此外，车顶也附加了伸展性天窗导风板，让您享有更舒适的驾驶体验。



9个安全气囊
驾驶者和前座乘客每人各一个安全气囊，两个侧边气囊，两个前座侧边气囊，再加上一个膝部气囊，共有多达9个安全气囊来确保驾驶者与乘客的安全。







OVERVIEW

PRICING & SPECS

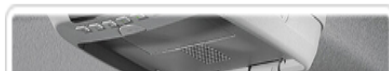
R3 ACCESSORIES

SHARE :  

ELEGANCE.PERFORMANCE.SAFE.

Besides being a proven and reliable family car, Proton Exora's elegant design elevates it to a whole new level. Its impressive 1.6L Turbo Engine delivers the drive and acceleration similar to a 2.0L NA engine MPV. Proton Exora is fitted with advanced safety features which has garnered it a 4-star ANCAP rating.

KEY FEATURES



Sample Ad with Incorrect Rating Info



5-year
Warranty
with
Unlimited
Mileage.*

* Terms & conditions apply.



Applicable up to **5 times** within
100,000km or **5 years**.*

* For CR-V, Civic & BR-V only.



Applicable up to **6 times** within
100,000km or **5 years**.*



ENERGY EFFICIENT VEHICLE

* For Civic, Jazz,
CR-V, City & HR-V only.



5-Star rating in the
Adult Occupant Protection*
4-Star rating in the
Child Occupant Protection

* For Odyssey, Accord
& Jazz Hybrid only.



8-year Hybrid Battery
(Lithium-Ion) Warranty
with Unlimited Mileage.#

For Jazz Hybrid &
City Hybrid only.

Thank you