

25 November 2005

Euro NCAP: CELEBRATING 10 YEARS IN CAR SAFETY WITH NEW INFORMATION ON CONSUMER CHOICE

Euro NCAP 10th Anniversary Conference
10.00 hrs 29 November 2005

Autoworld
Parc du Cinquantenaire 11
1000 Brussels

EMBARGOED UNTIL 00:01 am CET Tuesday 29 November 2005

Euro NCAP is celebrating 10 years of vehicle safety public awareness with a high level conference that will bring together a prestigious list of speakers from Europe, Japan and the USA. At the conference Euro NCAP will announce for the very first time the surprising results of a new consumer survey detailing the most important factors affecting consumer purchase decisions.

As part of these findings, Euro NCAP will reveal that safety (94%) was cited as the most important deciding factor for consumers in their choice of vehicle. As Euro NCAP has long suspected car buyers are also showing a growing concern and interest in protecting pedestrians as well as vehicle occupants.

Adrian Hobbs, Secretary-General for Euro NCAP says "Safety is clearly important for consumers and they are becoming increasingly aware that differences exist between cars and this is reflected in their purchase decisions. This survey confirms the important role that Euro NCAP has played and will continue to play in ensuring that the public remain informed and up-to-date."

These findings form part of a survey carried out in the summer for Euro NCAP by Market & Opinion Research International (MORI). Over 8,000 people were interviewed in 7 countries across the European Union. The results of this survey will be formally presented and distributed at the conference.

The conference will be formally opened by Professor Claes TINGVALL (Euro NCAP Chairman), who will be joined by speakers that include Mr Jacques BARROT, European Commissioner for Transport; Mr Ari VATANEN, Member of the European Parliament; and Dr Stephen LADYMAN, UK Minister for Transport. The conference will review the history of consumer information programmes and explain how they have raised the public awareness of car safety and created a competitive market for car makers. A panel of distinguished guests will also discuss the future evolution of Euro NCAP and its contribution to EU road safety policies.

Accompanying the conference at the Autoworld museum is an exhibition of cars and other displays illustrating the safety assessments made by Euro NCAP. The exhibition will show the massive improvements to car safety achieved over recent years and Euro NCAP's contribution towards these life saving changes over the past ten years.

Notes for Editors:

Media accreditation is available for the Euro NCAP 10th Anniversary Conference by contacting Euro NCAP Tel: +32 2 4007740 or sending an email to office@euroncap.com.

Register for automatic distribution of the latest crash test results in the media section of the Euro NCAP website – www.euroncap.com