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EUROPEAN NEW CAR
ASSESSMENT PROGRAMME

Prince Michael International Award 2009
HR Auto Safety Award 2009
What Car? Safety 2009
Autobest Safetybest Award 2004
Prince Michael Premier Award 2003
Prince Michael International Award 2003
Quattroruote Special Award for Safety 2001
IMI Gold Medal Awarded 2000
FT Global Automotive Award 1999
Autocar safety Award 1998

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Press Release

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Euro NCAP spreads safety message to non-EU markets

Brussels, 25 October 2012 – Euro NCAP is announcing the launch of its website in two new languages: Russian and Turkish. The Euro NCAP website now features content in nine languages including seven European languages: English, French, Spanish, German, Italian, Dutch and Swedish.

Euro NCAP has a long-term vision to provide information on the safety performance of today's cars to an ever increasing number of consumers. 'The translation of Euro NCAP's website in Turkish and Russian is another step forward. It gives information on car safety to consumers markets where vehicle growth is rising but independent consumer information on crashworthiness is not yet easily accessible' says Michiel van Ratingen, Euro NCAP Secretary General. 'We are glad to say that the publication of the website in Turkish and Russian is a project sponsored by Global NCAP, which is supporting NCAP programs around the world.'

Turkey and Russia are two large markets with a significant car buying public. Both regions are becoming key areas within the car industry and forecasts indicate that auto sales will further grow in these countries over the next decade. In 2011, the Russian car market finished at 2.46 m units, showing an increase of 39.6% compared to 2010, making it one of the fastest growing in the world. The same year, Turkey's automotive sector broke its all-time record with the number of vehicles reaching 1.2 million.

In today's global marketplace, vehicle buyers can increasingly turn for guidance to independent new car assessment and crash test programs established in some regions around the world. A considerable number of Turkish and Russian consumers are already relying on Euro NCAP's results when buying a new car and frequently visit the website.

Euro NCAP is now giving those consumers in Turkey and Russia who do not speak English full access to the car safety information officially published on Euro NCAP's website. Michiel van Ratingen adds: 'We hope that the car makers and local governments in Turkey and Russia will also be responsive and enable consumers in these countries to have access to the safe cars that are now so common in Europe and other parts of the world.'

Please visit <http://tr.euroncap.com> and <http://ru.euroncap.com>. For media related information, please contact Marie Brasseur, Euro NCAP Communications Manager at marie_brasseur@euroncap.com or +32 2 4007746.

About Euro NCAP

Euro NCAP organizes crash tests on new vehicles and provides motoring consumers with a realistic and independent assessment of the safety performance of some of the most popular cars sold in Europe. Established in 1997 and backed by several European Governments, motoring, consumer and insurance organizations, Euro NCAP has rapidly become a catalyst for encouraging significant safety improvements to new car design. Visit our website: www.euroncap.com

About Global NCAP

Global NCAP aims to support the development of new consumer crash test programmes in emerging markets where vehicle growth is strong but independent consumer information on crashworthiness is frequently not readily available. To achieve this GNCAP will offer support to New Car Assessment Programmes in emerging economies and regions by offering technical support guidance and quality assurance. GNCAP will also provide a platform for cooperation for NCAPs and like organisations around the world to share best practice, to further exchange information, and to promote the use of consumer information to encourage the manufacture of safer cars across the global automotive market. For more information: www.globalncap.org