Howsafeisyourcar.com.au

A vehicle safety campaign past, present and future
The Nineties

- Australia became aware of importance of vehicle safety (vision zero/safe system)
- Australasian New Car Assessment Program (ANCAP)
- Used Car Safety Ratings (UCSR)
- Low levels of public awareness
- TAC believed it could use social marketing to educate Victorian car buyers
The Early Noughties

• Manufacturers not using star ratings
• Vehicles advertised differently O/S vs Australia
• Different Specs O/S vs Australia
• Research w/ RACV and VicRoads
Initial Consumer Research

- Price dominating factor
- Comfort, brand, size, colour important
- Safety unimportant
- Unaware of how to evaluate safety
- Low awareness of ANCAP
- Assumed new cars were safe
- Information must come from credible source
- Searchable, one stop shop required
The Strategy

• Consumer led approach
• Develop a website to help consumers make informed choices about the safety of the vehicle they are looking at purchasing
• Develop a Public education campaign that urges Victorians to consider safety in their next vehicle purchase
The Campaign - website

- Complex data
- Initially not branded TAC
- Acknowledged contributors to ANCAP and UCSR
- Available nationally free of charge to further increase demand
- Black and Yellow look and feel
- Howsafeisyourcar.com.au (driveasafecar, buyasafecar)
The Campaign – mass media

- Needed to motivate car buyers to consider safety
- Simple, low cost TV ad was developed
- Radio, press, billboards and PR
- Launched June 2002
- Manufacturers negative – helped create media interest
- Later on – online ads, event promotions
Stacks up
Mind if I crash it?
Curtain airbags
Four little words
James
The mid to late Noughties

- Update to the site required
- CMS and front end
- Added all vehicles sold in Victoria from 1990
- Safety feature specs provided by POLK
howsafeisyourcar.com.au

Find my car
Browse cars
Comparison list

Make
Model
Search
+ advance search

Find safest car by category
light small medium large compact SUV medium SUV large SUV vans utility people mover

Safety Features
Electronic Stability Control (ESC)
Curtain Airbags
Anti-lock Braking System (ABS)
Brake Assist
Traction Control
Intelligent Speed Assist (ISA)

Featured Articles
Electronic Stability Control
Electronic Stability Control (ESC) helps drivers to avoid crashes by reducing the danger of skidding, or losing control of their vehicle. Learn More

News & Events
Happy 21st to the Used Car Safety Ratings Guide

Done
The Outcomes

• Safety 5\textsuperscript{th} on list of criteria in 2001, now 2\textsuperscript{nd} after price.
• Awareness has increased.
• Average safety of Australian vehicles increased
• Vehicle manufacturers promoting safety and safety ratings
• Road trauma decreasing
• Safe system
## Visits

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Peaks of up to 140,000 visits per month in recent years
ESC Fitment

New vehicles under 4.5 tonnes GVM sold with ESC standard

- National (% excl Vic)
- Victoria (%)

Data for Q1 to Q3, 2005 to 2013.
Side Curtain Airbag fitment

New vehicles under 4.5 tonnes GVM sold with SCA standard

- National (% excl Vic)
- Victoria (%)

Q1 Q2 Q3 Q4 2005 2006 2007 2008 2009 2010 2011 2012 2013
The future

- First Car “List”
- Light Commercial vehicles
- Autonomous Emergency Braking