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CAR DEALERS BACK ROAD SAFETY PROGRAM

Safety rating stickers will be placed on cars at dealerships across the state in a new move aimed at bringing down the road toll.

Road Safety Minister, Tom Kenyon says 26 dealers have signed up to the ***Stars on Cars*** program for a four month trial to better promote safety ratings at the point of sale.

“There’s more than a million vehicles out there on our roads now, so the more that are highly rated under the Australasian New Car Assessment Program (ANCAP) five star safety rating system, the safer it will be for all SA road users,” Mr Kenyon said.

“The safety rating stickers are similar to energy rating stickers on whitegoods, and we’re looking for this initiative to give dealers the tools they need to better promote the safety features of their cars to prospective buyers.

“If sales staff are more aware of these safety features and the road safety benefits of four and five star ANCAP rated cars, then buyers can make better informed choices.

“The experts suggest that you’re twice as likely to be killed or seriously injured in an ANCAP 1 star vehicle compared to an ANCAP 5 star vehicle,” Mr Kenyon said.

“***Stars on Cars*** is based on a similar model used successfully in both Victoria and Western Australia and I’m confident this program has the potential to make a noticeable difference in making our roads safer for all of us.

“The program invites participating dealers to display swing tags and stickers on car windscreens to indicate the vehicle’s ANCAP safety rating.

“Staff at participating dealerships, are trained in the ANCAP safety ratings system to ensure they can inform customers of the difference between ratings and how they can best promote the safety features of the cars they’re selling.

“The trial program, which has the support of the Motor Trade Association and the Motor Accident Commission, will begin in South Australia this month and run until June, with 26 dealerships taking part from across metropolitan Adelaide and regional South Australia.

“Educational and promotional materials are being provided to the dealerships at no cost.

“The program is supported with an online and press advertising campaign aimed at new car buyers carrying the messages, **‘Beware of cars with less than four stars’** and **‘Check the safety rating before you buy’**.”

“Vehicle safety is a key issue in road safety – safer cars mean less crashes and, in the event of a crash, less risk of death or serious injury,” Mr Kenyon said.