



# Media Release

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## STARS ON CARS ROAD SAFETY CAMPAIGN EXTENDED

**The Stars on Cars safety ratings campaign has been extended, with a further 20 new car dealerships joining the successful road safety program.**

Department for Planning, Transport and Infrastructure (DPTI) Director of Road Safety Martin Small said the number of participating new car dealerships now totals 46, representing over 75 percent of South Australian new car sales.

Mr Small said the Stars on Cars campaign began in March this year with 26 participating new car dealerships promoting their 4 and 5 star safety rated vehicles.

“The State Government is now following on from this highly successful campaign by running a second campaign through to December,” he said.

“Another 20 new car dealerships have joined the program to help buyers select a safer vehicle by promoting four and five star ANCAP rated vehicles at their dealerships.”

“South Australia was slightly ahead of the national average of 4 and 5 star cars sold during the first quarter of this year” he said.

“Then in the second quarter SA recorded 71 percent of vehicles sold with 4 and 5 star ratings, again ahead of the national average of 69 percent.”

Mr Small said promoting the purchase of safer vehicles is a key strategy in the Government's new *Road Safety Strategy 2020 - Towards Zero Together*.

“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,” he said.

“And with more than a million vehicles out there on our roads now, the more that are highly rated under the Australasian New Car Assessment Program (ANCAP) safety rating system, the safer it will be for all SA road users.”

“Safety rating stickers will be placed on cars at participating new car dealerships across the state.”

“The safety rating stickers are similar to energy rating stickers on whitegoods, and will 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.”



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 featuring 'reluctant crash test dummies' and carrying the messages, 'Beware of cars with less than four stars' and 'Check the safety rating before you buy'.

For more information about the Stars on Cars program visit  
[www.dtei.sa.gov.au/roadsafety/safer\\_vehicles/stars\\_on\\_cars](http://www.dtei.sa.gov.au/roadsafety/safer_vehicles/stars_on_cars).