

Last week at the eSafety Challenge, Euro NCAP Advanced was announced: a reward system for new and emerging safety technologies.



Recent technological advancements have considerably broadened the automotive safety landscape. Features such as lane departure warning, blind-spot monitoring, attention assist, autonomous braking and emergency call are increasingly offered as options by car-makers on their newest models. However, with so many technologies entering the market – and with no independent advice on the safety benefit they offer – many consumers are left feeling confused.

Euro NCAP Advanced aims to provide car buyers with clear guidance about the safety benefits which these new technologies offer them and their families. The new reward system – complementing Euro NCAP's existing star rating scheme – will recognize and reward manufacturers who promote those new safety technologies which have a scientifically proven safety benefit. By rewarding technologies that may currently be fitted only on luxury models or as options, Euro NCAP will provide an incentive to manufacturers to accelerate the standard fitment of important safety equipment across their entire model ranges, bringing safety benefits to all.

The first set of manufacturers will be rewarded for their efforts in developing new advanced safety features at the upcoming Paris Motor Show in October 2010.