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**European Federation for  
TRANSPORT and ENVIRONMENT**

# VOICE News release

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## First VOICE industry award targets aggressive car fronts SEAT is best - Audi is worst

Today the first Vulnerable road users Organisations In Cooperation across Europe – “VOICE” awards to industry are presented. They highlight the progress made by some manufacturers and the abject failures of others to reduce the aggressive nature of car fronts and so aid the protection of our most vulnerable citizens on the road<sup>1</sup>. The awards take the form of an original cartoon commissioned by VOICE, copies of these cartoons are on page 2.

The judging of the awards has been based on the pedestrian protection ratings provided by the crash tests conducted by EuroNCAP<sup>2</sup>. The best overall average score achieved was SEAT with an average star rating of 2.5 out of a possible 4 and a 50% average test score. The worst overall average score achieved was Audi with an average star rating of 0.8 out of 4 and a 12.6% average test score.

The irony is that these two car makes are part of the same group of companies. Moreover SEAT is a lower price point mass market product compared to the higher price and value products sold with a high technology and quality premium under the Audi brand. Unfortunately industry continues to pedal the myth that pedestrian protection is too costly, that the requirements of the second phase of the current Directive are unfeasible and that they require extensive lead times to improve<sup>3</sup>.

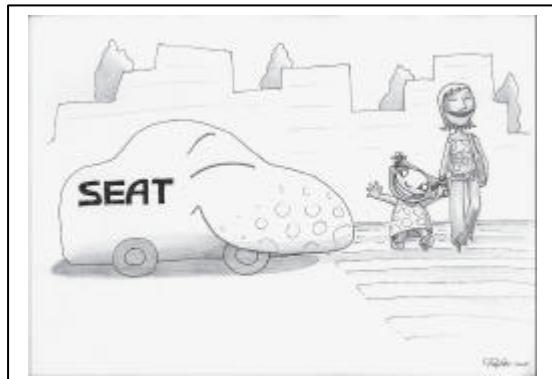
“VOICE hopes that these awards will spur all manufacturers to improve their EuroNCAP vulnerable road user scores” stated Frazer Goodwin, VOICE campaign coordinator. “The pedestrian protection scores need to be continually improved in the same way we have seen EuroNCAP improve driver protection scores” he added.

“Improving road safety for all, particularly for the most vulnerable road users is a shared responsibility of all stakeholders” stated Anne Sophie Parent, Director of Age – the European Older People’s Platform. “If the industry as a whole can not accept their share legislators must begin to ensure they are required to do more” she added.

A copy of the cartoons, an outline of VOICE and notes to the Editor follow on page 2

## **The Awards:**

VOICE Best car make



VOICE Worst car make



To request Electronic copies of these cartoons for publication contact Frazer Goodwin at ETSC (02/230 4106 [policy@etsc.be](mailto:policy@etsc.be)) for details.

## **Outline of VOICE**

VOICE is another NGO network ensuring that usually neglected VOICES are heard in the transport debate – those of vulnerable road users.

The VOICE coalition currently consists of:

[AGE - the European Older People's Platform](#)

[ANEC - the European consumer voice in standardisation](#)

[EPHA Environment Network](#)

[European Child Safety Alliance](#)

[European Disability Forum](#)

[European Public Health Alliance](#)

[European Transport Safety Council](#)

[European Federation for Transport and Environment](#)

For more information see the VOICE web site on <http://www.etsc.be/Voice.php>

## **Contacts:**

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## **Notes to Editors:**

<sup>1</sup> The most Vulnerable road users are those whose body is unprotected in a collision and that are travelling at human speeds namely pedestrians and cyclists.

<sup>2</sup> EuroNCAP – the European New Car Assessment Programme is a collaboration of national authorities, car and touring clubs and insurance providers that gives safety ratings for vehicles on the basis of crash test results. For more details on EuroNCAP, their sponsors, test protocols and results go to [www.euroncap.com](http://www.euroncap.com).

<sup>3</sup> The current Directive (2003/102/EC) comprises of two phases the second of which roughly corresponds to the tests EuroNCAP conduct. In this respect the EuroNCAP pedestrian test are less stringent than for occupant protection as these go beyond legislation. A feasibility study on phase II of the Directive has been completed as well as a public consultation on a draft Regulation revising the Directive. The Commission is due to propose a revision to the Directive before the end of the year. For more information go to the DG enterprise site:

<http://europa.eu.int/comm/enterprise/automotive/pagesbackground/pedestrianprotection/index.htm>