Global NCAP Campaign “Stop the Crash”

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LAUNCH 2016 EVENT

Official Partner of the “Stop the Crash” Campaign
from GLOBAL NCAP – 2015 until 2018

Continental Divisions Tires and Chassis & Safety are Official Partner of the Global NCAP “Stop the Crash” campaign together with other leading Automotive Suppliers and ADAC as technical partner.

- **Targets:**
  Create awareness of leading crash avoidance technologies in emerging markets. Increase customer demand for vehicles to be equipped with these technologies.
- **Technology focus:** ESC, AEB, Motorcycle ABS + Tire Pressure & Tread Depth
- **Campaign focus:** are the emerging markets but the focus of our own activation includes established markets as well.
- **Kick-off:** The Kick-off took place mid of November 2015 in Brasilia, Brazil
- **Outlook:** Two such technology demo events will take place per year until 2018

FOR SAFER CARS
GLOBAL NCAP
www.globalncap.org

#STOP THE CRASH

www.stopthecrash.org

Official Partner of the “Stop the Crash” Campaign

Communication about “Stop the Crash” Campaign

Target Groups

› Policy makers, media, fleet manager and the general public

Media Activation

› Integration into Global NCAPs new online magazine
› Campaign Website with videos from events and partner
› Demo events in 2016 in Chile, Mexico, the US and Malaysia
› Global NCAP will focus on the following social media channels

Twitter Youtube Facebook Instagram Flickr

› Official communication started in October 2015 with www.stopthecrash.org and #stopthecrash.

Official Partner of the “Stop the Crash” Campaign

Dedicated Icons per Category of Crash Avoiding Technology

Official Partner of the “Stop the Crash” Campaign

Core Messages regarding Tyre Tread Depth & Air Pressure

TYRE SAFETY

Tyres are the sole point of contact between the vehicle and the road. All forces transmitted to the road are put down via a footprint no bigger than the size of a postcard. In a critical situation, it is the tyre that determines whether the vehicle can stop in time – or whether it stays safely on course through a corner. This is why car drivers should be aware of the safety benefits of using high-tech tyres inflated to the correct pressure and with adequate tread depth. Studies from different tyre manufacturers prove over and over again that more than 50 percent of all passenger cars permanently are driven with underinflated tyres. Tests with underinflated tyres show increased risk of adverse safety consequences in emergency situations. That is why it is of crucial importance that air pressures are checked every couple of weeks when the tyres are cold.

The safety performance of cars heavily depends on the residual tread depth because it is decreasing in parallel to its wear. While new tyres have a tread depth of about 8 mm the legal limit regarding minimum residual tread depth is not more than 1.6 mm for summer and winter tyres - all over the world. This is far too low when maximum traffic safety is concerned. Therefore experts of leading tyre manufacturers strongly recommend a minimum residual tread depth of 3 mm for summer tyres due to an overproportional decrease in wet/aquaplaning performance and 4 mm for winter tyres due to an overproportional decrease in snow performance.

- Tyres are the sole point of contact between vehicle and road. All forces transmitted to the road are put down via a footprint no bigger than the size of a postcard. In a critical situation, it is the tyre that determines whether the vehicle can stop in time or not.
- Car drivers should be aware of the safety benefits of using tyres inflated to the correct pressure and with adequate tread depth
- The safety performance of cars also heavily depends on the residual tread depth.
- While new tyres have a tread depth of about 8 mm the legal limit regarding minimum residual tread depth is not more than 1.6 mm for summer and winter tyres - all over the world.
- But this is far too low when maximum traffic safety is concerned. Experts strongly recommend a minimum residual tread depth of 3 mm for summer tyres and 4 mm for winter tyres.

Official Partner of the “Stop the Crash” Campaign

Impressions of the Kick-of Event in Brasilia, Brazil

ESC

Skid prevention:
The increase in safety through ESC is undisputed, which is why Global NCAP recommends making the installation of ESC in all new passenger cars mandatory worldwide.

Motorbike-ABS

Safe braking:
The added safety that motorcycle ABS brings can be demonstrated in impressive style, because without ABS the rider soon loses control of the bike.

AEB

Accident prevention:
Several variants of Autonomous Emergency Braking (AEB) – in this case AEB for pedestrians – automatically trigger emergency braking when a collision threatens

Inflation pressure

Safe evasive action:
More than half of all drivers don’t have enough air in their tires. If the driver has to take rapid evasive action and the rear tires are underinflated, the car will quickly run out of control as the rear starts to swerve.

Continental

LAUNCH 2016 EVENT

Kick-off Event of the “Stop the Crash” Campaign

November 17 – 19, 2015 in Brasilia, Brazil

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#STOP THE CRASH

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“Stop the Crash” Driving Demos
Tire Inflation Maneuver

Double lane change (“Elk Test”)

- Vehicle 1: Regular tire pressure
- Vehicle 2: Reduced tire pressure (down to 1.2 bar inflation pressure) at complete rear axle
- Velocity of 60 – 70 kph
- Recommended vehicles:
  With automatic gear shifting if possible without tire pressure monitoring system and ESC switched off

“Stop the Crash” Driving Demos

Tire Inflation Maneuver

Length of acceleration lane
depending on vehicle 200 – 300m

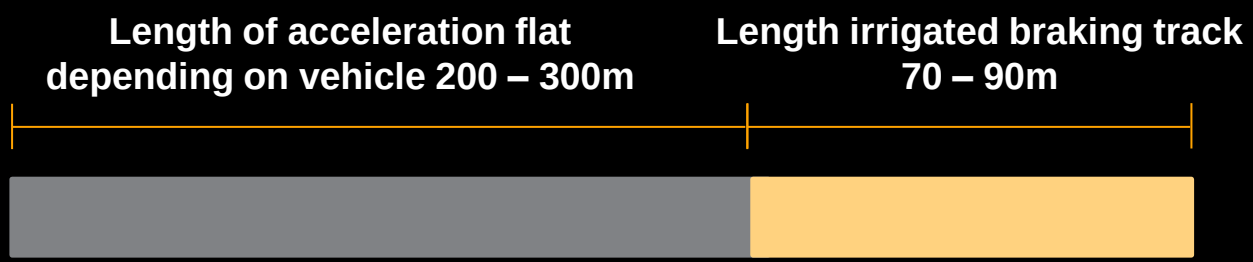
“Stop the Crash” Driving Demos
Tread Depth Comparison

Braking on Snow

- Braking from 40kph to complete still stand
- Comparing 3 vehicles with the following tires:
  - Vehicle 1: New tires, ~ 8 mm tread depth
  - Vehicle 2: Tires ready for exchange in winter, 4 mm residual tread depth
  - Vehicle 3: Worn tires close to legal minimum, 2 mm residual tread depth

“Stop the Crash” Driving Demos

Tread Depth Comparison



The leading Automotive Suppliers worldwide are
Official Partner of the “Stop the Crash” Campaign

Further information available @

http://www.continental-tires.com/car/media-services/newsroom/visionzero

www.stopthecrash.org

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