

PRESS RELEASE

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ASEAN NCAP – SAFER CARS FOR ASEAN REGION

ASEAN NCAP, A Recipient of The Prestigious Prince Michael International Road Safety Awards

London, United Kingdom, 10 December 2019 – The 2019 Prince Michael International Road Safety Awards were announced this afternoon at its Annual Awards Luncheon Ceremony held at The Savoy, London.

During the ceremony, the New Car Assessment Program for Southeast Asian Countries or ASEAN NCAP was one of the recipients of the prestigious awards, which was presented by the Prince himself, His Royal Highness Prince Michael of Kent.



HRH Prince Michael of Kent (centre) presenting the award to ASEAN NCAP's representatives, Ir. Dr. Khairil Anwar Abu Kassim (second from right) and Mr. Yahaya Ahmad (second from left)



The ceremony was attended by about three hundred of the world's leading road safety professionals and many former award winners.

The awards recognise achievement and innovation which will improve road safety. They are given to businesses or organisations which have developed initiatives or products that have made an outstanding contribution to the safety of the world's roads.

MIROS Director-General and ASEAN NCAP Chairperson, Dr. Siti Zaharah Ishak said:

"We are pleased and honoured to be recognised as one of the winners for this distinguished award. As an independent body assessing the safety performance of new vehicles in an emerging market like the South East Asian countries, ASEAN NCAP has made notable achievements in the vehicle safety area. One significant impact is that we are able to increase vehicle safety information to the consumers through the assessments that we conducted for new vehicles that are sold in the region. Furthermore, through these assessments, we have successfully amplified the safety level of vehicles sold in the region such as having minimum double airbags as standard, seatbelt reminder systems and also electronic stability control as a standard fitment. This award marks a significant step in our journey towards reducing the high number fatalities due to road crashes in this region."

MIROS Director of Vehicle Safety and Biomechanics Research Centre and ASEAN NCAP Secretary-General, Adjunct Prof. Ir. Dr. Khairil Anwar Abu Kassim said:

"We would like to thank various organisations that have been committed to support ASEAN NCAP work since it was formed in 2011. Other than performing assessments on new vehicles, ASEAN NCAP is also committed to work in areas that enhance the vehicle safety assessment such as positive engagement with relevant stakeholders. One of such engagement has resulted in the Malaysian Government to mandate all vehicles displayed in showrooms or any premises that are targeted for sale to place ASEAN NCAP labels beginning 1st March 2020. I am confident this award will be a driving force for us to continue culminating in the reduction of vehicles with unsatisfactory safety levels in the South East Asia region."

The recognition of ASEAN NCAP's achievements is available at <http://www.roadsafetyawards.com/aseanncap>

About the Prince Michael International Road Safety Awards

Since 1987, the Prince's Awards have given public recognition to those who have improved road safety throughout Britain. Now the Prince Michael International Road Safety Awards recognise outstanding achievement and innovation world-wide.

Each year the most outstanding examples of international road safety initiatives are given public recognition through the scheme. All road users, including pedestrians, drivers, cyclists, bikers and



horse riders are asked to identify those whose initiatives make our roads safer and nominate them for an award.

The Prince Michael International Road Safety Awards are presented to companies or organisations in recognition of their outstanding contribution to improving road safety. The award categories are based on the five pillars of the Global Plan for a Decade of Action.

ASEAN NCAP

ASEAN NCAP is a new addition to the NCAP organizations around the world, which is targeted to enhance safety standards, raise consumer awareness and thus encourage a market for safer vehicles in the Southeast Asia region (ASEAN community). This is a collaborative effort by MIROS and Global NCAP, in which the latter funded the pilot phase of the project. ASEAN NCAP is also supported by the membership of Automobile Associations from Malaysia (AAM), the Philippines (AAP), Singapore (AA Singapore), Cambodia (AAC) and Thailand (RAAT).

Currently, ASEAN NCAP Steering Committee (SC) is chaired by ASEAN NCAP Chairperson, Dr. Siti Zaharah binti Ishak and the Technical Committee (TC) is chaired by ASEAN NCAP Secretary-General, Ir. Dr. Khairil Anwar Abu Kassim.

About MIROS – The Malaysian Institute of Road Safety Research (MIROS) was established in 2007 as an agency under the Ministry of Transport Malaysia to serve as a central repository of knowledge and information on road safety. The findings derived from research and evidence-based intervention programmes provide the basis for the formulation of new strategies, legislations, policies, and enforcement measures, governing road safety at the national level. Principally engaged in research, MIROS collaborates closely with local and international government agencies and private bodies to further the cause of road safety.

In 2014, the ASEAN Transport Ministers had appointed MIROS as the ASEAN Road Safety Centre. The aims of this centre are to promote and provide knowledge on road safety issues among ASEAN Member States which includes road traffic laws and regulations, data management, standards development, and road safety awareness and education.

About Global NCAP – Global NCAP is a non-profit organization registered in the United Kingdom which aims to encourage the worldwide availability of independent consumer information about the safety of motor vehicles.

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