



PRESS RELEASE

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ASEAN NCAP – SAFER CARS FOR ASEAN REGION

PROTON e.MAS 7 Achieved 5-Star Rating from ASEAN NCAP

Kajang, Malaysia, 16 December 2024 – The New Car Assessment Program for Southeast Asian Countries or ASEAN NCAP today released its final assessment result for 2024. ASEAN NCAP performed an assessment on the new electric SUV, PROTON e.MAS 7, prior to its launching debut.

The new PROTON e.MAS 7 delivered a **5-Star** performance in this assessment with a total score of **92.57 points**. The first electric vehicle (EV) under the PROTON brand achieved **39.00 points for the Adult Occupant Protection (AOP), 17.32 points in Child Occupant Protection (COP), 20.00 points in Safety Assist (SA) category and 16.25 points in Motorcyclist Safety (MS)**.

The e.MAS 7 has a standard fitment of 6 airbags, Electronic Stability Control (ESC), Anti-lock Braking System (ABS), Seatbelt Reminder System (SBR) for both frontal occupants and rear passengers with seat occupant's detection as standard. The new SUV is also equipped with Autonomous Emergency Braking (AEB) City, AEB Inter-Urban, Blind Spot Detection (BSD) on both sides of the vehicle, Automatic High Beam (AHB) and Pedestrian Protection (PP) as standard fitment. In addition, Forward Collision Warning (FCW), Lane Keep Assist (LKA), Lane Departure Warning (LDW), Rear Cross Traffic Alert (RCTA) and Rear Cross Traffic Braking (RCTB) are available as standard as well.

In the passive safety tests, the model provided overall good protection to the test dummies placed in the front occupant section with the driver's both lower legs received adequate protection. Additionally, the SUV performed well in both the COP and MS assessments, with the model scored in majority of the items that were being assessed. The new EV offers standard equipment for all the active safety features that ASEAN NCAP assesses in all the countries that it is being marketed, making it the highest scoring model for the SA category in ASEAN NCAP. Detailed information about the passive safety and active safety performances of the PROTON e.MAS 7 is accessible from the model's result report at ASEAN NCAP website.

ASEAN NCAP is pleased that the new e.MAS 7 has made a fitting achievement in the ASEAN NCAP assessment with the various technologies that it offers in the model, both passive and active safety. With the rising trend among vehicle consumers who currently have a keen interest towards EVs, PROTON has ensured that safety is not to be compromised such as having a strong

structure to protect the occupants and acceptable safety restraint system. Furthermore, ASEAN NCAP is indeed proud that PROTON has equipped its model with active safety technologies as a standard fitment across all its variants. A heartfelt congratulations to e.MAS 7 for achieving 5-Star rating. We hope this remarkable feat of raising the safety of vehicles in the ASEAN region is continuing to set a standard for others to follow.

The current ASEAN NCAP 2021–2025 assessment protocol encompasses four assessment domains, with AOP covering 40.00 points of the overall score, and COP, SA, and MS each contributing 20.00 points of the overall score.



ASEAN NCAP

ASEAN NCAP is a new addition to the NCAP organisations 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, which funded the project's pilot phase. ASEAN NCAP is also supported by the membership of Automobile Associations from the Philippines (AAP), Singapore (AA Singapore), Cambodia (AAC) and Thailand (RAAT).

Overview of ASEAN NCAP Roadmap 2021-2025

The first phase of ASEAN NCAP Roadmap 2021-2030 features four pillars, namely Adult Occupant Protection (AOP), Child Occupant Protection (COP), Safety Assist (SA), and Motorcyclist Safety (MS). For each of these pillars, there shall be additional elements and improvements to the previous rating systems as we strive toward an increased car safety standard to suit the ASEAN context.

❖ *Adult Occupant Protection*

AOP maintains two crash assessments, namely the frontal and side-impact tests. There shall be no changes with regards to the use of the dummy. However, ASEAN NCAP has amended the score for side impact; in the sense that it will be reduced by 50 percent whereas additional points will be awarded for Head Protection Technology (HPT). Such a change will encourage the fitment of more curtain airbags in the ASEAN region. Beginning 2023, ASEAN NCAP will also include UN R135 as a prerequisite for HPT.

❖ *Child Occupant Protection*

ASEAN NCAP is introducing more local CRS in its vehicle-based assessment compared with the previous rating system. This is to ensure that new cars sold in the region will follow the Southeast Asia CRS criteria. Another highlight of COP is the introduction of Child Presence Detection technology for a child left unattended in the car. Therefore, ASEAN NCAP shall be among the first NCAPs to encourage the use of such a technology aside from Euro NCAP which has already included it in their testing protocol.

❖ *Safety Assist Technology*

In the new roadmap, ASEAN NCAP also focuses on Auto Emergency Braking (AEB) Technology; which is a feature to alert drivers to an imminent crash and help them use the maximum braking capacity of the car. ASEAN NCAP believes that AEB is an important technology, which has been well-received by most car manufacturers. In North America, 22 automakers have agreed to voluntarily fit their cars with standard AEB starting in 2022. ASEAN NCAP, in addition, places greater attention on AEB City and Inter-Urban. As for AEB Pedestrian, ASEAN NCAP plans to delay its introduction until sufficient data is available from various studies. Based on initial results, it is believed that AEB Pedestrian might not be able to reduce the number of pedestrian fatalities, especially in lower-income countries such as Myanmar, Laos, and Cambodia. Nevertheless, points will not be deducted if car manufacturers are to install this technology in their cars.

Also, in Safety Assist, ASEAN NCAP is paying close attention to the rear occupant detection. Hence in the new roadmap, a total of 50 percent shall be awarded for Seatbelt Reminder (SBR)

Rear Occupant Detection. Such a decision also provides evidence that ASEAN NCAP will be focusing on the use of seatbelts as the primary protection for car occupants.

Finally, ASEAN NCAP shall be awarding another 3 points under Safety Assist for Advance SAT with OEMs being able to select any technology that is suitable to reduce road casualties. In this area, car manufacturers are encouraged to introduce a technology that will benefit road users and help prevent road crashes.

❖ **Motorcyclist Safety**

ASEAN NCAP remains totally committed to ensure the safety of motorcyclists in Southeast Asia. It is a known fact that motorcyclists make up the biggest group and represent 80 percent of the total number of road users in ASEAN countries. Unfortunately, the region has also witnessed a tremendous increment in terms of motorcyclist fatalities, hence the issue of powered two-wheelers safety must not be overlooked. As such, ASEAN NCAP will be putting motorcyclist safety at the forefront of its road safety agenda.

➤ **Blind Spot Detection and Blind Spot Visualization**

Among the main technology in this pillar is Blind Spot Detection (BSD) and Blind Spot Visualization (BSV). Both BSD and BSV will help in providing early detection/image to avoid collision with motorcycles. It is expected that 37 percent of collisions can be avoided if all cars are equipped with such a technology. Although BSD technology was first launched in the 1980s, its capability to detect small vehicle is yet to be fully optimized. In view of this situation, ASEAN NCAP plans to take the lead by implementing the use of BSD to increase car safety. Admittedly, BSD and BSV may have their strong and weak points. For instance, BSD will not be able to detect the presence of another vehicle at a certain speed but this is where BSV comes into play. Yet, the use of BSV shall require the driver to assume a more active role.

➤ **Advanced Rear Visualization**

ASEAN NCAP is also of the opinion that collision with motorcyclists can be avoided if a car driver is more alert of his surroundings within a 30-meter radius. Hence, Advanced Rear Visualization will come in handy for the purpose of determining the presence of motorcycles and other small vehicles. Currently, with the increasing popularity of MPVs and SUVs in ASEAN countries, it has become a norm to see large families traveling together in a car with their luggage packed to the brim. In such a situation, the use of the rearview mirror will not be helpful as the driver's view is blocked by the rear passengers. Such a scenario can be avoided with the use of Advanced Rear Visualization which will aid and improve the driver's view, as a tiny camera is placed at the rear end (in addition to the rear mirror) of the car.

➤ **Auto High Beam**

The widespread popularity of the motorcycle presents a totally different problem compared to the car. It is found that in certain areas, the condition of motorcycles on the road is not up to the mark whereby some of their equipment are not in working order. For example, the headlight or the tail light might not work. Such an issue pertaining to the conspicuousness of motorcyclists will definitely result in a dangerous situation; which could eventually lead to road crashes. This stems from the difficulty faced by car drivers to notice the presence of nearby motorcyclists. Regardless, with the Auto High Beam function in a new car, this problem may reach a solution and in turn may result in a reduction of motorcyclist fatality in the ASEAN region.

➤ **Pedestrian Protection**

The issue of pedestrian safety may not be too worrying in ASEAN countries. Regardless, ASEAN NCAP believes it is still important to lend support to the existing initiatives introduced by several car manufacturers pertaining to pedestrian protection. Of late, new cars have been designed with the concept of protecting pedestrians. Taking a cue from this, ASEAN NCAP wishes to also include Pedestrian Protection in this new roadmap. Because pedestrian falls under the Vulnerable Road User category, ASEAN NCAP feels that Pedestrian Protection must be regarded as part of the Motorcyclist Safety segment.

➤ **Advanced Motorcyclist Safety Technology**

All in all, current technologies fitted in a car that could increase motorcyclist safety have been few and far between. Thus, as a means to further encourage the use of such inventions, ASEAN NCAP wishes to reward an additional 2 points for any two technologies that could help reduce the possibility of a collision between a car and a motorcycle. Regardless, the 2 points will not be added to the main pillar but rather act as a bonus point, whereby it will not exceed the full score under Motorcyclist Safety.

ASEAN NCAP Rating Plate – Results Simplified for Public Consumption

The result of the test is primarily for public consumption i.e. for consumers to consider the quality of safety protection offered by the car model based on the NCAP assessment. As ASEAN NCAP has moved to a single rating scheme, consumers can simply refer to the safety star rating which comprises the accumulated score based on the four main assessment pillars under the new protocol for 2021-2025 which are AOP, COP, SAT, and MS.



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 formulating 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.

About Global NCAP – Global NCAP is a non-profit organisation 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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