



**PRESS RELEASE**

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## **ASEAN NCAP – SAFER CARS FOR ASEAN REGION**

### *GAC Group Achieved Another Top Rating with GAC EMKOO*

**Kajang, Malaysia, 17 September 2025** – The Guangzhou Automobile Group Co., Ltd. (GAC Group) achieved another milestone in the latest test conducted by the New Car Assessment Program for Southeast Asian Countries (ASEAN NCAP). The vehicle safety programme for the South-East Asia region assessed the brand's second model, the GAC EMKOO. ASEAN NCAP, hosted by the Malaysian Institute of Road Safety Research (MIROS) in collaboration with Global NCAP, continues to drive improvements in regional vehicle safety by providing independent safety information for consumers and encouraging the adoption of advanced safety technologies.

In the recent ASEAN NCAP assessment, the new GAC EMKOO achieved an overall score of **84.96 points** and was awarded a **5-Star ASEAN NCAP rating**. From ASEAN NCAP's four assessment categories, the 5-seater SUV recorded **37.88 points for the Adult Occupant Protection (AOP)**, **16.01 points for the Child Occupant Protection (COP)**, **18.57 points for the Safety Assist (SA)** and **12.50 points for the Motorcyclist Safety (MS)**.

The model, assembled both in Malaysia and China, is equipped with several key safety technologies as standard, including six airbags, Electronic Stability Control (ESC), Anti-lock Braking System (ABS), Seatbelt Reminder System (SBR) for both frontal and rear occupants, Autonomous Emergency Braking (AEB) City, AEB Inter-Urban, AEB Pedestrian, Lane Departure Warning System (LDW), Forward Collision Warning (FCW), Lane Keep Assist (LKA), Auto High Beam (AHB) and Pedestrian Protection (PP). The GAC EMKOO also fulfilled the ASEAN NCAP's Advanced Motorcycle Safety Technology (MST) assessment with the fitment of AEB for motorcycles available as standard equipment in all its variants. In addition, Blind Spot Detection (BSD) technology on both sides of the vehicle and Rear Seat Occupant Detection are available as an optional fitment across its variants.

ASEAN NCAP conducted frontal offset and side impact tests on the EMKOO, with results indicating an overall stable structure that effectively protects its occupants. Data from the test dummies showed marginal protection was given to the driver's chest, and there was adequate protection at the driver's lower legs. Furthermore, in the model's dynamic assessment, the child dummies were assessed using adult seatbelts with an overall good protection was provided to

the test dummies. Nevertheless, the SUV is equipped with ISOFIX as standard. ASEAN NCAP also conducted assessments on the active safety technologies installed inside the SUV, namely AEB City, AEB Inter-Urban, and BSD, to evaluate the effectiveness of these technologies. Details on the passive and active safety performances of the GAC EMKOO can be obtained from the ASEAN NCAP official website.

ASEAN NCAP extends our sincere congratulations to GAC EMKOO for achieving the esteemed 5-Star ASEAN NCAP rating. With the increasing number of Chinese automobile brands entering the ASEAN market, GAC has taken commendable actions to ensure that its models are equipped with various crucial advanced safety technologies as standard fitment across all its variants. The result demonstrates that the model meets ASEAN NCAP's requirements for advanced safety technologies in terms of vehicle safety, innovation and quality, ensuring better protection for drivers, passengers and road users alike. This result contributes to ASEAN NCAP's ongoing mission to raise vehicle safety standards across the region.

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. This year, 2025, marks the final year of the 2021–2025 assessment protocol. Assessment under the 2026–2030 protocol will commence in January 2026.





## **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 the 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 regard 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 in 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 its 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 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 Advanced 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 ensuring 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 increase 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 Visualisation**

Among the main technologies in this pillar are Blind Spot Detection (BSD) and Blind Spot Visualisation (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 technology. Although BSD technology was first launched in the 1980s, its capability to detect small vehicles is yet to be fully optimised. 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 Visualisation**

ASEAN NCAP is also of the opinion that collisions with motorcyclists can be avoided if a car driver is more alert to their surroundings within a 30-meter radius. Hence, Advanced Rear Visualisation 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 travelling 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 Visualisation, 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 is not in working order. For example, the headlight or the taillight 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 in noticing 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 fatalities 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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