

INTERNATIONAL CONFERENCE ON
SAFETY AND HOLLISTIC INNOVATION
FOR FUTURE VEHICLES

PROGRAM BOOK



"Local Landscape, Global Standard"



28-30 OCTOBER 2025

BANGI RESORT HOTEL

Organised by:





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Acknowledgement

Our deepest gratitude goes to our industrial partners and collaborators for their enduring support towards ASEAN NCAP activities. Your steadfast commitment has enabled us to pursue initiatives that deliver real impact on the automotive and road safety community.

We sincerely thank the researchers, especially those in the ANCHOR V projects, for your tireless effort and perseverance in meeting challenging timelines. Your dedication reflects the spirit of innovation that SHIFT 2025 celebrates.

A special appreciation goes to our committee members for their remarkable generosity, dedication, and teamwork. From planning to execution, your commitment has been the driving force behind this event. We are also grateful to our media partners for amplifying ASEAN NCAP's work to a wider audience, fostering greater awareness and action towards safer vehicles.

Finally, we thank all parties who have directly or indirectly contributed to the success of SHIFT 2025. Your support—whether through expertise, resources, or encouragement—has been invaluable in bringing this event to fruition. Together, with shared vision and collaboration, we move closer to a safer and more innovative mobility future for ASEAN and beyond

The Organising Committee



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Welcoming Message

ASSOC. PROF. IR. TS. DR. SITI ZAHARAH ISHAK, FCILT **Director General, MIROS**

Road traffic injuries remain a leading public health concern in ASEAN, with rapidly growing vehicle ownership patterns presenting unique safety challenges. Concurrently, advancements in intelligent technologies, green mobility, and regulatory frameworks are creating new opportunities to improve safety outcomes and align the region with global best practices. SHIFT 2025 provides a timely platform to deliberate on how innovation can be harnessed to address these pressing issues while ensuring that safety remains at the forefront of vehicle development.



It is my hope that SHIFT 2025 will inspire meaningful dialogue, create new partnerships, and chart practical pathways towards advancing vehicle safety and holistic innovation for the future. I wish all participants a productive and enriching conference. With the theme “*Safety and Holistic Innovation for Future Vehicles*,” this conference convenes a diverse community of policymakers, industry leaders, researchers, and academics from across ASEAN and beyond. Together, we aim to strengthen regional cooperation, foster innovation, and harmonise with global practices in pursuit of safer and smarter vehicles.

I wish to acknowledge with gratitude the invaluable contributions of our industrial partners, collaborators, researchers, media representatives, and the organising committee. Your dedication and commitment have made this event possible.



MR. SEIGO WATANABE

Chair of Vehicle Safety Subcommittee
Japan Automobile Manufacturers Association

*"The Future of Vehicle Safety Technology:
Japan Perspective"*

MR. WANG GUOJIE

Head of CAERI Automotive Safety Technology Center
China Automotive Engineering Research Institute



*"Electric Vehicle Safety, Technology
and Assessment"*

MR. YANG JIALIN

Director of Vehicle Body Performance Lab
China Automotive Technology & Research Center



*"Introduction to C-NCAP new side impact
and frontal impact barriers research"*



Mr. Alexander Schmitt
KISTLER

WorldSID-50M – Approval Process for TB029
EuroNCAP Supplier List

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AB DYNAMICS



Testing the ADAS Technology Designed to Protect
Motorcyclist: ABD Perspective



Mr. John Lenkeit
DYNAMIC RESEARCH, INC.

Testing the ADAS Technology Designed to Protect
Motorcyclists: DRI Perspective

Mr. Florian Oberhofer
4ACTIVESYSTEMS



Smarter Safety Testing: Innovative Dummy Technologies
for ADAS and In-Cabin Technology Assessment



Invited Speakers



Mr. Rafael Tucci

Global NCAP

Global New Car Assessment Programme Updates

Ts. Yahaya Ahmad

ASEAN NCAP

New Car Assessment Program for Southeast Asian Countries Updates



Ir. Mohd Syazwan Solah

ASEAN CVAP

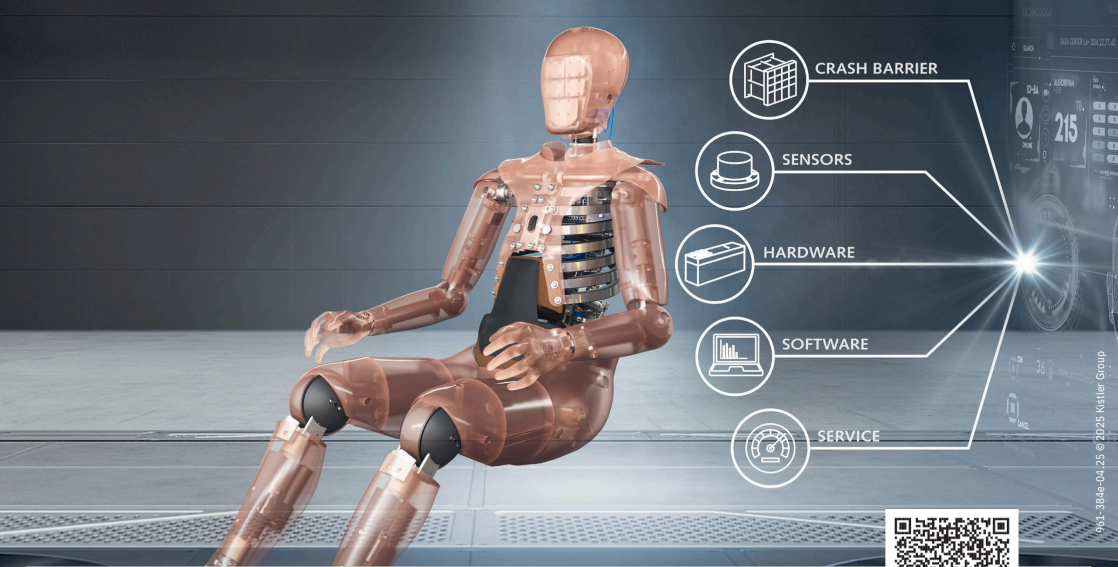
ASEAN Commercial Vehicle Assessment Program Updates

Ts. Zarir Hafiz Zulkipli

ASEAN MAP

ASEAN Motorcycle Assessment Program Updates





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 - Promote technological progress in the industry
 - Promote the realization of national development strategy
- Manufacturer**
 - Guide automotive companies to optimize their products
 - Assist in transformation and upgrading
- Consumer**
 - Guide consumers to purchase and use cars
 - Promote the healthy development of the automotive market

02 Achievements

By 2024, more than 440 models have been tested and assessed in CAERI, covering over 90% of the OEMs in China.



- (Expected) Functional Safety**
 - Functional Safety
 - Chip Safety
 - AI Safety
 - Expected communication safety
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 - In-Car System Security
- Driving Safety**
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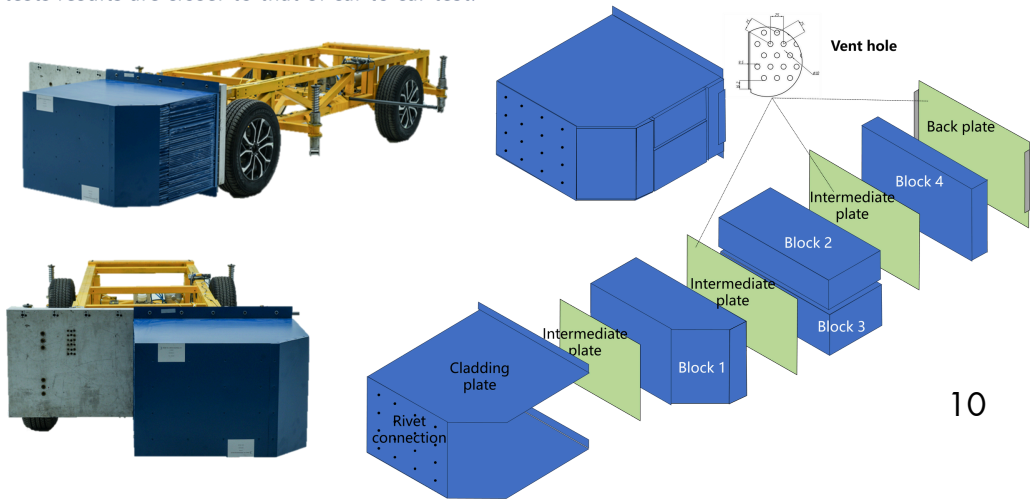
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The New MPDB of C-NCAP 2027

Based on the representative car model considering compatibility in China, the new MPDB and trolley have been originally developed. The dimensions, structure and stiffness are updated to adapt to the latest changes of the vehicles. The vent holes are added to reduce air chamber effects. The tests results are closer to that of car to car test.



OVERALL PROGRAM SCHEDULE

BANGI RESORT HOTEL | 28 - 30 OCT 2025

DAY 1

08.30 am	Registration
09.30 am	Tea break
9.50 am	Welcoming speech
10.00 am	Keynote Speech: The Future of Vehicle Technology: Japan Perspective
10.45 am	Keynote Speech: EV Safety technologies, testing and assessment
11.30 pm	Keynote Speech: C-NCAP new side impact and frontal impact
12.15 om	ASEAN Motorcycle Target & Child Presence Detection Demonstration
12.30 pm	Lunch
13.45 pm	SHIFT 2025 Opening Ceremony & ASEAN NCAP Star Rating
15.15 pm	Tea break
15.30 pm	WorldSID-50M – Approval Process for TBo29 EuroNCAP Supplemental
16.00 pm	Testing the ADAS Technology Designed to Protect Motorcycle Riders
16.40 pm	Smarter Safety Testing: Innovative Dummy Technologies for



Ballroom

09.00 am	Invited Speaker 1: Global NCAP ^a	09.00 am
09.30 am	Invited Speaker 2: ASEAN NCAP ^b	10.40 am
10.00 am	Tea break	11.00 am
10.20 am	Invited Speaker 3: ASEAN CVAP ^c	12.40 am
10.40 am	Invited Speaker 4: ASEAN MAP ^d	14.00 pm
11.00 am	Testing-Tech. development & Road Char.	15.20 pm
12.40 am	Lunch	15.40 pm
14.00 pm	Accident Data	
15.20 pm	Tea break	
15.40 pm	Driver Behavior	

^a Global New Car Assessment Program

^b ASEAN New Car Assessment Program

^c Commercial Vehicle Assessment Program

^d Motorcycle Assessment Program

DAY 3

09.00 am	Registration
10.00 am	Vehicle Testing Tech. Demonstration
13.00 am	Lunch



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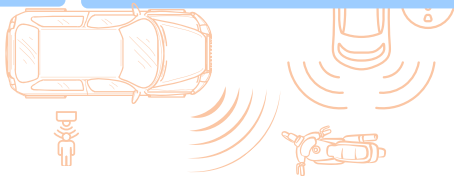


pective | **Seigo Watanabe**, Japan Automobile Manufacturers Association (JAMA)
 nt | **Wang Guojie**, China Automotive Engineering Research Institute (CAERI)
 et barriers research | **Yang Jialin**, China Automotive Technology & Research Center
 my Launching
 ng Award Event
 plier List, **Alexander Schmitt**, Kistler
 lists, **Andrew Pick**, AB Dynamics & **John Lenkeit**, DRI
 ADAS and In-Cabin Technology Assessment, **Mr. Florian Oberhofer**, 4activeSystems

<i>Cempaka</i>	<i>Matahari 2</i>	<i>Matahari 1</i>
Driver Behavior	Technology Acceptance	Motosafe 2025
Tea break	Tea break	Tea break
Accident Data	Accident Data	Motosafe 2025
Lunch	Lunch	Lunch
Driver Behavior	Technology Acceptance	MIROS-CCIC-CAERI
Tea break	Tea break	Tea break
Accident Data	Testing-Tech. development	MIROS-CATARC

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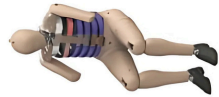
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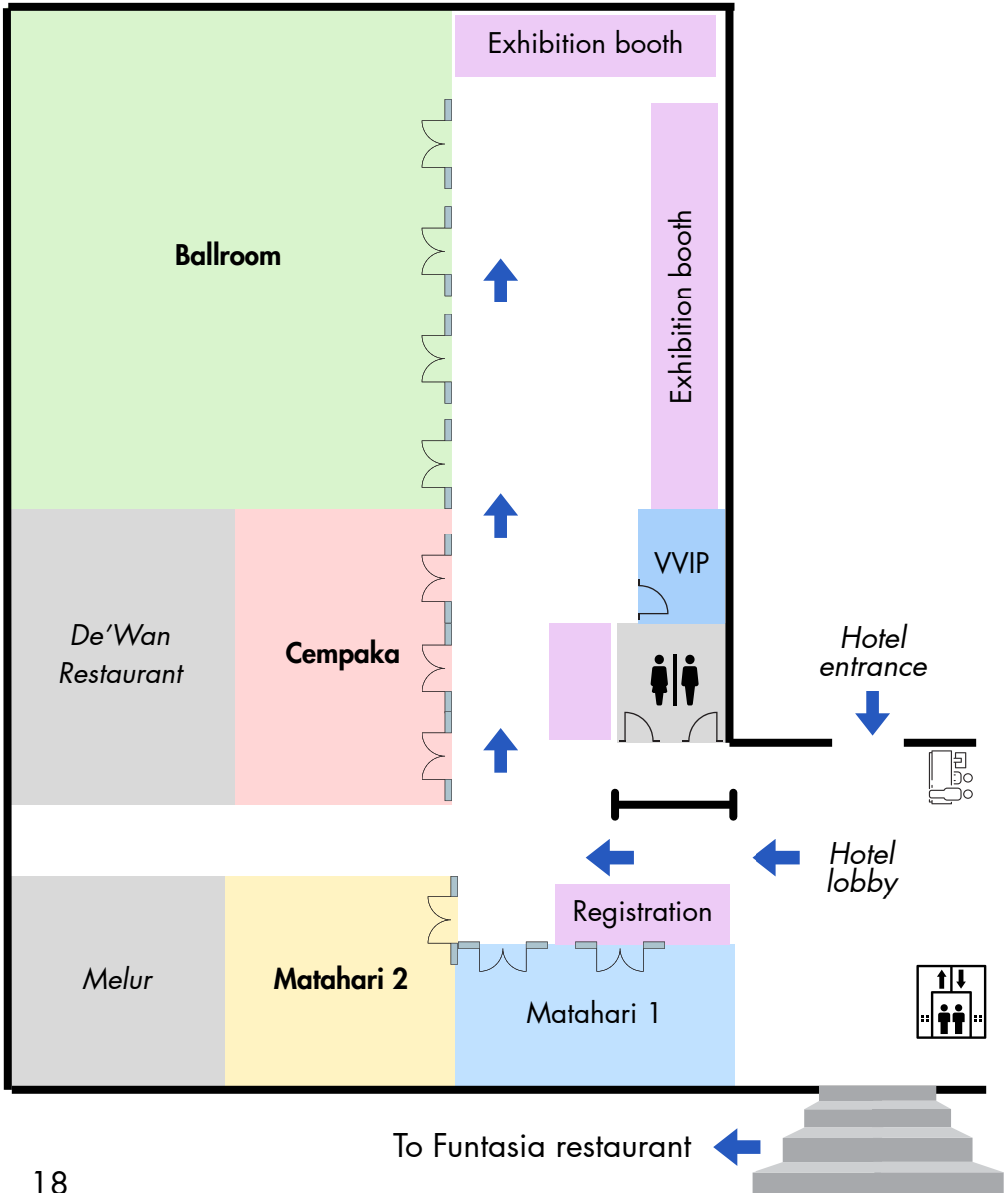
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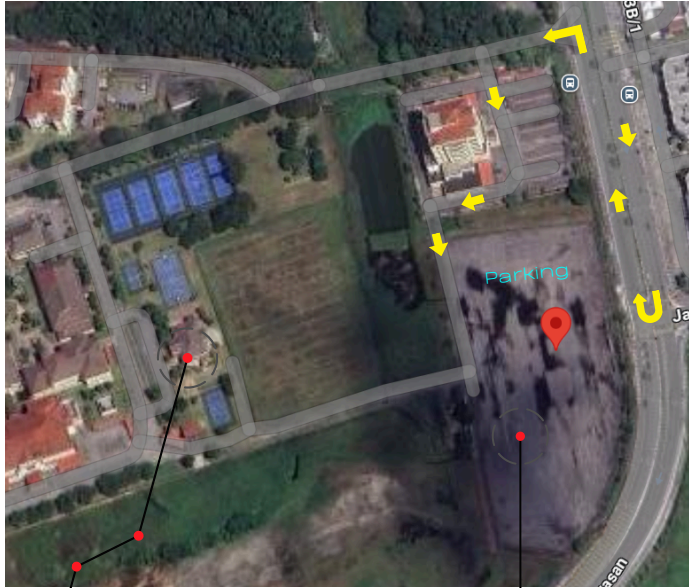
Time	Ballroom	Cempaka	Matahari 2
09.00	Global NCAP Updates Rafael Tucci	Data-Driven Analysis of Car-Motorcyclist Crashes to Develop Future ASEAN NCAP Assessment Protocols, Dr Susilawati, Monash University	Application of Child Restraint Systems in Urban Areas: A Comparative Survey Study in Thailand and Malaysia Dr Ekarat Sombatsawat
09.20		An Investigation of Risky Riding Behaviors in Motorcycle to Motorcycle Collisions Lusi Susanti, Universitas Andalas	Driver Response Time to Driver State Monitoring Warning in Driving Simulator Dr. Nur Hazwani bt Mokhtar, UTEM
09.40	ASEAN NCAP Updates Ts Yahaya Ahmad	Indonesia Trans Jawa Highway Speed Gap Ir. Adrianto S. Wiyono, Politeknik APP Jakarta	Perspective Towards Interlock to Promote Seat Belt Utilisation among ASEAN Drivers Nurul Jannah Amran, UTEM
10.00	TEA BREAK		
10.20	ASEAN CVAP Updates Ir Syazwan Solah	The Role of Driver Behavior on Rear-End Collisions based on Systematic Literature Review Rizal Aprianto, PKTJ	Impact of ADAS Awareness, Acceptance, and Psychological Effects on Driving Behavior: Exploring the Mediating Role of Media Exposure among Malaysian Drivers in Greater Klang Valley, Satwant Singh A/L Karam Singh, Tunku Abdul Rahman University of Management and Technology
10.40	ASEAN MAP Updates Ts Zarir Hafiz Zulkipli	Data Collection and Analysis on Accident Statistics in Malaysia Involving Children Between the ages of 0 and 10 Years Old Siti Sarah Sofia Binti Mustpha @ Mustapha, UTM	Motorcycle Blindspot Detection: A Two-Ways Awareness, Disma Prasaja, Politeknik APP Jakarta
11.00	Validated Child Presence Detection Using Multi-Sensor Embedded Systems Assoc. Prof. Ir Ts Dr Mohd Khairi Abu Husain, UTM	Temporal Analysis of Daily Fatalities Using K-mean Clustering Method Ho Jen Sim, MIROS	CAMSCORE: Malaysia's Dashcam Rating Initiative Aqbal Hafeez Ariffin, MIROS

Time	Ballroom	Cempaka	Matahari 2
11.20	Motorcycle Rider's Head and Neck Injury Characteristics in Frontal Crashes with Passenger Cars Dr. Tan Kean Sheng, UPNM	Investigation of Front-Rear Collision Severity, Vehicle Damage Severity, and Fatality Risk on Indonesian Toll Road R. Arief Novianto, PKTJ	Exploring Factors Contributing to Severity of Road Traffic Accidents in Malaysia for Year of 2018 – 2023 Nur Mustakiza Zakaria, MIROS
11.40	Enhancing Road Safety through Driver Monitoring Systems – A Global, User-Centred Approach. James Jackson, IDIADA	Do we need safety rating for motorcycles? An evaluation of motorcycle crash severity Nusayba Megat Johari, MIROS	Driving Posture Preferences Among Southeast Asian Drivers: Insights from Malaysia, Thailand, and Indonesia Dr. Ing Nor Kamaliana Khamis, UKM
12.00	Driving Safer Futures: ASEAN NCAP Evolution from PROTON's perspective. Zanita Zainuddin, Proton	Analysis of Head Velocity and Injury Risk in Motorcyclist Collisions with Passenger Vehicles Abdul Rahmat Abdul Manap, AR Crash Consultant	Comparative Analysis of Fatal Crash Risk in Heavy Vehicle–Motorcycle and Heavy Vehicle–Passenger Car Collisions on Malaysian Expressway Nazatul Amira Abu Safian, MIROS
12.20	Enhancing Vehicle Safety on Indonesian Toll Roads: Analyzing Road Geometry's Impact on Rear-End Collisions, Rizal Aprianto, PKTJ	Risky Driving Behaviors and Road Accident Severity: A Study on Car-to-Motorcyclist Collisions in Malaysia Dr. Mohd Shahril Abu Hanifah, UMPMA	Using Road Characteristics Database to Support Protocol-Specific Track Identification for Vehicle Safety Testing Assoc. Prof. Dr. Siti Salwa Salleh, UiTM
12.40	LUNCH		
14.00	Analysis of Road Accident Factors in Ho Chi Minh City (2019-2022) for Urban Road Safety in ASEAN Assoc Prof Dr. Ly Hung Anh, HCMUT	Unveiling risk factors in motorcycle safety: A data-driven analysis in Spain Genis Mensa, IDIADA	False Positives in Active Safety Technologies: Causes and Impact Among Malaysian Drivers Nurulhana Borhan, MIROS
14.20	Analysis for Alternative Dynamic Assessment on Q1.5 & Q6 for ASEAN NCAP 2030-2035 Roadmap Assoc. Prof. Ir Ts Dr Nurulakmar Abu Husain , UTM	Integrating Child Occupant Safety into Antenatal Education: Strengthening Parental Knowledge for Injury Prevention Najwa Shaari, MIROS	Policy Effectiveness in Enhancing Consumer Adoption of Electric Motorcycles in Malaysia: Evidence from a Two-Wave Ordered Logit Analysis (2023 and 2025) Guanyu Xie
14.40	Evaluating ASEAN NCAP Frontal Impact Test Critical Location using Post accident Secondary Data Analysis, Ir Ts Dr Mohd Zaid bin Akop, UTEM	Estimating Conflicts and Crash based on Profiling Vehicles Speed under Heterogenous Traffic Assoc Prof. Ts. Dr. Ing. Joewono Prasetijo, UTHM	Consumer Priorities and ASEAN NCAP Awareness in Vehicle Purchasing Hamizah Makhpol, MIROS

Time	Ballroom	Cempaka	Matahari 2
15.00	Distance Estimation Using Homography Method for Accident Reconstruction Sithichok Sithiracha, King Mongkut's University of Technology	Automotive Part Repair using Metal Additive Manufacturing Ahmad Baharuddin Abdullah, USM	Investigating Road Safety in Sumatera Utara: A Comprehensive Approach Towards Future Vehicle Safety and Global Standards Dr. Eka Lestari Mahyuni, Universitas Sumatera Utara
TEA BREAK			
15.40	Evaluating ASEAN NCAP Side Impact Test Critical Location using Post-accident Secondary Data Analysis, Assoc Prof. Dr. Muhd Ridzuan Mansor, UTEM	Crash Partner and Collision Patterns: Implications for Vehicle Safety Technologies in Malaysia Aziemah Azhar, MIROS	Examining Malaysian Road Users' Understanding of Visual Aids: Addressing Comprehension Gaps to Enhance Road Safety Hawa Mohamed Jamil, MIROS
16.00	Social Media Video Footage Analysis of Car-to-Motorcycle Accidents in Indonesia Lusi Susanti, Universitas Andalas	The Association Between Risky Driving Behaviors and Commuting Accident Severity in Malaysia Nabil Norman, UMPA	Spatiotemporal Patterns of Shared E-Scooter Trips in Kuala Lumpur Zarir Hafiz Zulkipli, MIROS
16.20	Investigation of the Vehicle's Trajectory and Potential Conflicts at a Signalised Intersection in Indonesia Ts. Dr. Mohamad Heerwan Peeie, UMPA	Safety Assist Technologies Intervention in Mitigation of Car-Motorcycle Collision Risk Afiqah Omar, MIROS	Understanding Willingness to Shift to Public Transport: A Case Study of Peninsular Malaysia Akmalia Shabadin, MIROS
16.40	Unveiling Motorcyclist Behaviour: A Naturalistic Driving Study Approach in Urban Area of Klang Valley, Malaysia Prof. Ir. Dr. Khoo Hooi Ling, UTAR	Autonomous Emergency Braking Characteristics in Mitigating Rear-End Collision Fauziana Lamin, MIROS	Five Years of MyMAP: Consumer Awareness and Riders' Perceptions Siti Atiqah Faudzi, MIROS
17.00	A Study on Motorcyclists' Lateral and Forward Headways at Urban Streets Assoc. Prof. Ts. Dr. Khairil Azman Masri, UMPA	Current requirement for light and signalling for powered two wheelers Afiqah Omar, MIROS	Crash Characteristics for Commuting Accidents in Malaysia: A Descriptive Study Noor Kamaliah Alias, MIROS

CONFERENCE ROOM LAYOUT





Lunch venue



RCTA



AEB CM



CPD



Note:

RCTA = Rear cross traffic alert

AEB CM = Autonomous emergency braking car to motorcycle

CPD = Child presence detection

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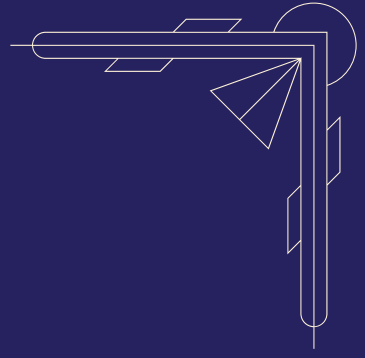
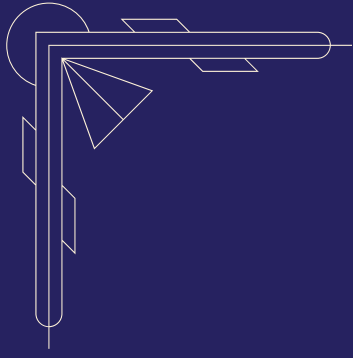


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