



#STOPTHECRASH - Latin American launch

Jun 15, 2016 12:32 BST

## Active Safety Campaign Gathers Momentum in Latin America

Chief Executive of Thatcham Research, Peter Shaw welcomed the continuing efforts to promote life-saving crash avoidance technologies across the globe, as the #STOPTHECRASH partnership hosted its Latin America Launch.

“Whilst vehicle manufacturers continue to innovate, it’s imperative that all corners of the globe have access to these potentially life-saving vehicle technologies. We’ve already seen the positive effect that the fitment of active safety technologies like Electronic Stability Control and Autonomous Emergency Braking can bring and any initiative to implement safety

regulations globally and spread the benefit is of course hugely welcome,” said Peter.

The launch event in the Chilean capital, Santiago follows the campaign hitting a significant milestone in April this year, with the adoption of a United Nations (UN) Resolution specifically inviting member states to adopt active safety systems as standard.

As partners of the Global NCAP led **#STOPTHECRASH** partnership, Thatcham Research are bringing their vehicle safety expertise to bear in promoting advanced vehicle safety technologies and supporting the UN’s Global Goals for sustainable development and the Decade of Action for Road Safety.

---

Thatcham Research is the independent voice of automotive safety, security & repair, advising motorists, insurers and vehicle manufacturers to help reduce accident frequency, severity and costs and to realise the vision of ‘Safer cars, fewer crashes’, while driving standards in vehicle security.

As well as its world leading crash and track research, Thatcham Research develops repair methods amongst a number of other products and services within the collision repair industry for insurers, motor manufacturers, equipment manufacturers and suppliers.

In addition, Thatcham Research has administered the Association of British Insurer’s (ABI) Group Rating system for the past 50 years. Group Rating is an advisory system intended to provide insurers with the relative risk of private cars and light commercial vehicles.

A founder member of the international Research Council for Automobile Repairs (RCAR), Thatcham Research has also been a member of the European New Car Assessment Programme (Euro NCAP) since 2004.

## Contacts



**James Smith**  
Press Contact  
Head Of Communications  
comms@thatcham.org  
01635 293101  
07990 706146



**Tom Flisher**  
Press Contact  
PR Manager  
comms@thatcham.org  
01635868855  
07876 755615



**Kate Bailey**  
Press Contact  
Communications Executive  
PR & Communication  
comms@thatcham.org  
+44 7384 830 461



**Francesca Turton**  
Press Contact  
PR Executive  
PR & Communication  
comms@thatcham.org  
+44 7943 848 528