



# STOP THE CRASH PARTNERSHIP

Aug 13, 2015 12:04 BST

## Global NCAP launch Stop The Crash Campaign

Global NCAP with a group of key corporate partners, including Thatcham Research, is launching a new four year global campaign in support of the current UN Decade of Action for Road Safety to promote awareness of leading crash avoidance technologies in the major emerging automobile markets.

The Stop the Crash campaign will highlight three key crash avoidance technologies: Electronic Stability Control, [Autonomous Emergency Braking](#) and Anti-Lock Brakes for motorcycles. The campaign's overall objective will be to encourage governments to adopt relevant UN global standards so that the technologies eventually become a regulatory requirement for new vehicles.

Stop the Crash will be launched in Brasilia on the occasion of the 2nd Global High Level Conference on Road Safety in November.

Peter Shaw, Chief Executive of Thatcham Research said, “As a worldwide centre of excellence in testing and evaluating crash avoidance and autonomous driving technology, Thatcham Research is proud to be a founding partner of the Stop the Crash campaign. Active vehicle safety systems such as ESC and AEB can prevent thousands of potential crashes across the world. By highlighting these technologies to consumers and policy makers, Stop the Crash will help accelerate their adoption and ultimately save lives.”

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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.

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