



## MEDIA RELEASE

### ASEAN NCAP – SAFER CARS FOR ASEAN REGION

#### Honda Accord Achieved Another 5-Star Rating through ASEAN NCAP 2021-2025 Protocol

**Kajang, Malaysia, 1 March 2024** – The new Honda Accord was recently assessed by the New Car Assessment Program for Southeast Asian Countries (ASEAN NCAP), making it the first model assessed by the vehicle safety program in 2024. Under the current 2021-2025 protocol, the 2024 Honda Accord demonstrated impressive performance in the assessment, achieving a total score of **87.44 points** and receiving a **5-Star** ASEAN NCAP rating. Based on this evaluation, the sedan was assessed through four assessment categories comprising **Adult Occupant Protection (AOP) with 38.63 points, Child Occupant Protection (COP) category with 17.75 points, Safety Assist (SA) with 18.57 points, and Motorcyclist Safety (MS) with 12.50 points.**

The model was initially evaluated by ASEAN NCAP in 2019 under the 2017-2020 protocol, in which it achieved an overall score of 91.79 points and a 5-star rating across three assessment categories: AOP, COP and SA. The new Accord, which was launched in late 2023, underwent its second assessment with ASEAN NCAP through the current ASEAN NCAP protocol for 2021-2025.

The latest model of the Accord includes a variety of standard safety features across all its variants, including eight (8) airbags, Electronic Stability Control (ESC), Anti-lock Braking System (ABS), Seatbelt Reminder System (SBR) for both frontal and rear seats occupants, Autonomous Emergency Braking (AEB) City, AEB Inter-Urban, AEB Pedestrian, Blind Spot Visualization (BSV) for front passenger side, Auto High Beam (AHB), Pedestrian Protection technology (PP) and Child Presence Detection (CPD). Furthermore, the sedan is equipped with a range of sophisticated safety assistance technologies, which are offered either as standard or optional equipment consisting of Forward Collision Warning (FCW), Lane Keep Assist (LKA), Lane Departure Warning (LDW), Drive Attention Monitor (DAM), FCW for Motorcycle and AEB for Motorcycle.

ASEAN NCAP is proud that Honda is committed to equip the most prominent safety features and also collision-avoidance technologies that have proven to save lives across all its segments. The dedication of Honda in collaborating with road safety agencies such as MIROS in championing safety for road users in



the ASEAN countries is evident in the launch of the new Honda Accord. MIROS and ASEAN NCAP aim to cultivate similar levels of dedication and commitment from other brands as we work towards the common goal of reducing road traffic deaths and injuries.

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 the latest addition to the NCAP organizations 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, in which the latter funded the pilot phase of the project. 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 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 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 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 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 vehicles 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 Advance 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 pedestrians fall 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 the formulation of 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 organization registered in the United Kingdom that aims to encourage the worldwide availability of independent consumer information about the safety of motor vehicles.

**President & CEO:** Mr. David Ward (d.ward@globalncap.org) (www.globalncap.org)

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Prepared by:

**ASEAN NCAP Communications:** Salina Mustafa (salina@miros.gov.my)  
Maryam Mustafa Yahaya (maryam@miros.gov.my)

With support from:

Corporate and Knowledge Management Unit  
Malaysian Institute of Road Safety Research (MIROS)  
Lot 125-135, Jalan TKS 1, Taman Kajang Sentral, 43000 Kajang, Selangor  
T: 016 – 415 4707 | E: nuursakinah@miros.gov.my

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