

# ANCAP Stars on Cars dealership program

Increase sales of 4 and 5 star rated cars

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Department of Planning,  
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## A communication success story

- Objectives
- Implementation
- Results
- Key success factors
  - Post program development and continuous improvement



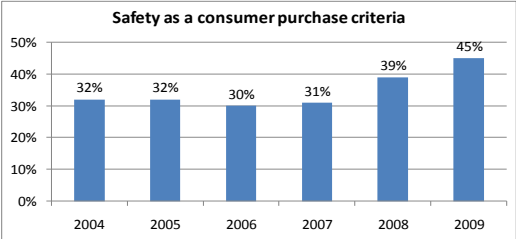
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# Objectives

- Increase new car dealership sales staff understanding of the ANCAP star rating system
- Encourage consumers to buy a safer car
- Elevate the importance of safety features when considering a new car purchase



# Consumer research



- 72% of visitors to dealerships ask safety related questions when deciding which car to purchase



## Dealership research

- 63% of consumers perceived car dealerships as a source of information
- Poor dealership understanding and importance of safety features in new vehicles
- Vehicle safety features not viewed as a key selling points over other appealing and powerful selling attributes such as aesthetic features



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## Implementation

- Pilot program (March – June 2011)
  - Identify and engage 26 new car dealerships
  - Develop and deliver support material
  - Develop media and timing strategy
  - New vehicle registrations in peak in March to June and August to December



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## Implementation

- Phase 2 extension (October – December 2011)
  - Target additional 20 strategic new car dealerships
  - Cover 46 dealers selling over 75% of new cars sold in South Australia
  - Implement improvements from pilot program



75%



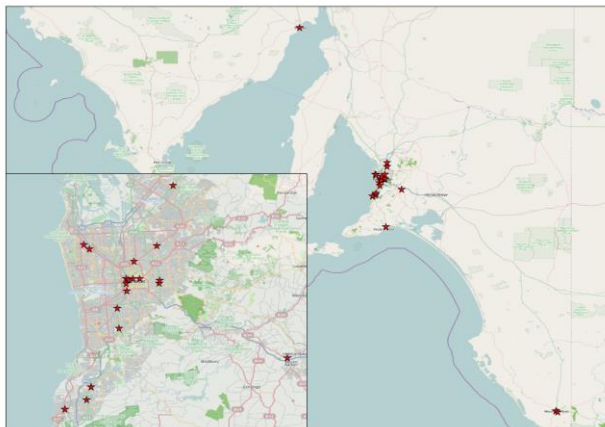
## Implementation

- Phase 3 expansion (September 2012)
  - Deliver to all 156 new car dealerships in South Australia
  - Implement improvements from phase 2 program
  - New car dealership presentations offered



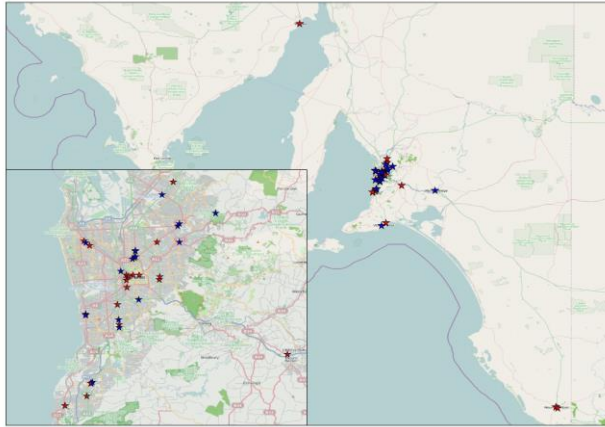
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## Phase 1



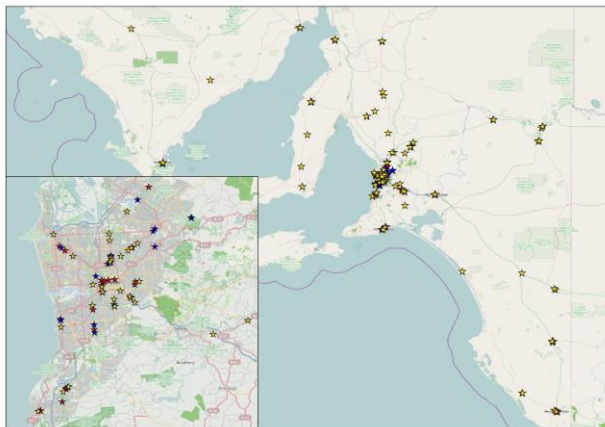
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## Phase 2



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## Phase 3



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**BEWARE  
OF CARS  
WITH LESS  
THAN  
4 STARS.**

**ANCAP**  
Crash testing for safety



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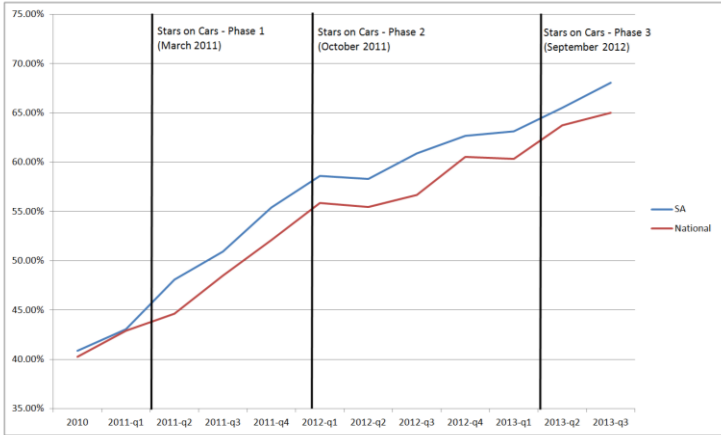




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# Results

- The number of 5 star cars sold increased from 41% in 2010 to 68% in September 2013, ahead of the National average by 3%



## Results

- Educated new car dealerships to use safety as a key selling point – increased knowledge
- Sales staff had the ability to explain the distinction between a 4 and 5 star safety rated vehicle and level of mandatory safety features required



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## Results

- Increase consumer awareness (62% increase to ANCAP website hits from South Australians)
- 9 out of 10 consulted consumers recalled information about the cars safety ratings and the basic safety features
- Methods of communication used were effective



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## Key success factors

- Senior level support of the development and design of a Stars on Cars program
- Partnership support from Motor Trade Association and Royal Automobile Association of South Australia
- ANCAP support of local program and assistance with point of sale material
- Operational knowledge of new car dealerships & sales staff
- Positive media interest in program & launch



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## Post program development and continuous improvement

- Ongoing positive relationship with new car dealerships
- Release and promote;
  - My first car safety checklist – targeting young buyers
  - Nearly new safer vehicles price comparison list
- Encourage corporate fleet buyers to purchase ANCAP 5 star safety rated vehicles
- Expand ANCAP Stars on Cars program to major auction houses of near new vehicles
- Encourage the take up of stability control systems for motorcycles



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## Questions?

Further information;

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