# An integrated approach to improving vehicle safety

**Wednesday 13 November, 1:55pm**

Vehicles are a critical part of the Safe System approach because of the role they play on our roads and the enhanced protection that can be offered by safe vehicles.

It’s concerning that in New Zealand forty five percent of our 3.4 million light vehicles, have a low 1 or 2-star safety rating meaning the occupants are at least 90 percent or 60 percent (respectively) more likely to be killed or seriously injured in a crash than in a 5-star vehicle.

Further, sixty six percent of fatal and serious injury crashes are in 1 and 2-star safety rated vehicles.

An opportunity exists to reduce road trauma if we can improve the overall safety performance of the light vehicle fleet.

* Approximately 930 deaths and serious injuries per year could be avoided if everyone in New Zealand drove a 5-star vehicle.
* For every three percent reduction in the number of 1-star vehicles driven, we can expect to avoid 12 deaths and serious injuries per year.

In this presentation Stu Ross will outline the NZ Transport Agency’s approach to improving the safety performance of the light vehicle fleet. In particular:

* How consumers will be educated on the vital role vehicles play in reducing crash harm;
* How safety ratings will be promoted as the best measure of a vehicle’s safety performance; and
* How vehicle safety information will be made available at key decision points on the vehicle purchasing journey.

Stu will also outline the industry partnerships that have been formed to ensure the vehicle safety message is heard at every possible opportunity, so consumers begin to view the star safety rating system as the best way to select a safe vehicle.

Stu Ross, NZ Transport Agency

Stu Ross is the Principal Advisor Vehicles in the Safety, Health and Environment Group at the New Zealand Transport Agency. Previously Stu was the Road Injury Prevention Portfolio Manager at ACC.

Stu has over twenty years of specialist experience in the design, development and delivery of market-focused solutions for products, services and for changing consumer behaviour.

Stu’s current focus at the Transport Agency is overseeing the design and delivery of the Vehicle safety Improvement programme to support a reduction in deaths and serious injuries through improving the safety performance of the light vehicle fleet.