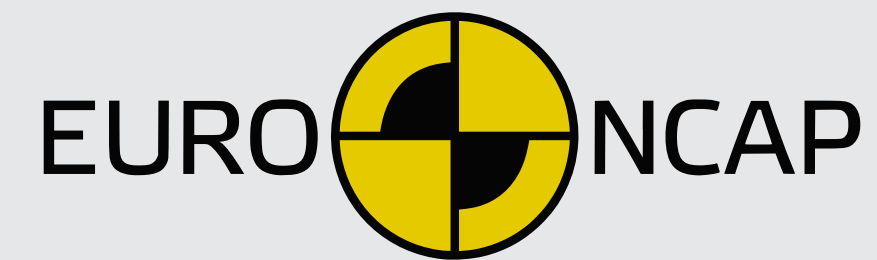


**Euro NCAP**

**Year in Numbers**

**2024**



# 2024: a Challenging, but Inspiring Year

**In 2024, the automotive industry faced numerous challenges. Geopolitical pressures on car manufacturing grew stronger, and the overall environment became more difficult, especially for traditional brands.**

While global EV sales show promise for the future of electric vehicles, the transition to eco-friendly car purchases fell short of expectations in several key European markets. This has created a clear dilemma for industry, complicating efforts for many manufacturers to position themselves for future growth and innovation, including in areas such as vehicle safety.

Euro NCAP's passenger car safety rating rules for 2024 remained unchanged from the previous year. During the year, 53 new ratings were released, with 41 representing new car models and 12 additional partner or variant models. Despite the difficult market conditions, new market entrants swiftly adjusted to the new 5-star requirements and provided

excellent levels of safety. Furthermore, Assisted Driving gradings for the latest highway assist systems were released for five cars available on the market. These were tested in accordance with updated protocols that incorporate more challenging powered two-wheeler crash scenarios and stricter driver monitoring requirements.

Euro NCAP made a strong commitment to the freight and commercial sector when it successfully launched safety ratings for trucks at the end of the year. Finally, it also released results for some smaller panel vans and revisited the ratings of larger cargo vans, which were upgraded to fulfil the standards of the new European General Safety Regulation (GSR).

“

In 2024, it was inspiring to see car manufacturers put safety first, despite the challenges they face. Safety continues to be a driving force for industry.

*Dr. Michiel van Ratingen  
Secretary General*

# Highlights of 2024

## BEST PERFORMER OF 2024

Overall, the 41 new models test rated well against the latest criteria: 28 cars achieved five stars (68%), eight cars four stars (20%), and five cars three stars (12%). There were no cars lower than three stars. Best in Class winners of 2024 included the Škoda Superb and Volkswagen Passat (winning jointly), the MAZDA CX-80, and the ZEEKR X in the categories of Large Family Car, Large SUV, and Small SUV respectively. The best all-around performer of the year was the Mercedes-Benz E-Class.



## NEW BRANDS

In the full-year 2024, new car registrations rose slightly according to ACEA, increasing by a modest 0.8% to around 10.6 million units. With a variety of combustion engine-powered vehicles, hybrid vehicles, plug-in hybrids, and fully electric vehicles, the European market proves to be diversified. Euro NCAP also assessed several new electric brands, including Renault's new sub-brand Alpine, and Chinese companies such as Deepal, ZEEKR, Maxus, and Leapmotor.



“ The market share of electric and plug-in hybrid vehicles fell in 2024, as some consumers are still hesitant about the technology or uncertain about the investment. Regardless of the cars they select, buyers should be confident that safety has not been compromised. Because of this, Euro NCAP keeps testing a variety of new cars arriving on the market.

*Dr. Aled Williams  
Programme Director*

# Highlights

# of 2024

## NCAPs United at NCAP24

NCAP24 was a landmark event that took place in Germany in the spring intending to promote and highlight car safety around the world. This conference, organised by Global NCAP (New Car Assessment Programme) hosted by ADAC, and sponsored by Euro NCAP, brought together key experts from NCAPs worldwide, the automotive industry, government agencies, and research institutions to discuss critical topics related to consumer protection, safety testing, and car safety standards.

The conference focused on new measures to improve commercial vehicle safety, the significance of worldwide adoption of Intelligent Speed Assistance systems, the most recent advancements in vehicle safety, and the recent successes gained in emerging markets such as India.



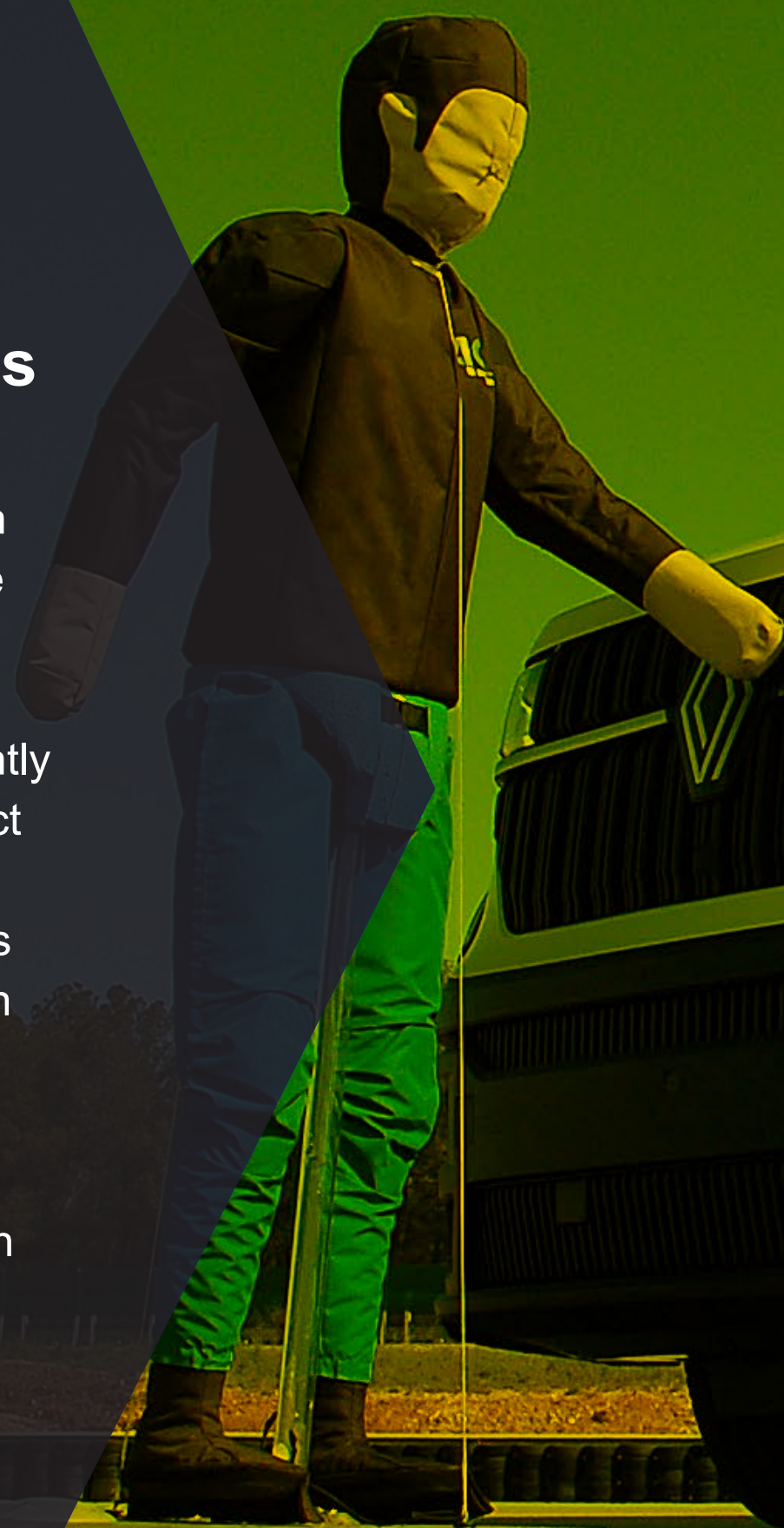
Meera Naran - UK Road Safety Campaigner



# Highlights of 2024

## Focus on Commercial Vehicles

Euro NCAP publishes the Commercial Van Safety Rating to provide fleet management with additional safety data. Smaller panel vans were tested in early 2024, followed by a batch of GSR2-compliant bigger cargo vans later that year. Given that smaller panel vans are frequently derived from passenger cars, drivers can expect the highest level of safety, when high-performance technology is included. It was therefore good news that the results obtained in this release were mostly Gold and Platinum. However, Euro NCAP only rated vans with equipment mostly fitted as optional. What was troubling was the scarcity of vans equipped with these crash-avoidance systems on the market, underlining the significant opportunity for fleet enhancement that remains.





## The Safer Trucks Results Launch

In November, Euro NCAP released the first results of its Safer Truck rating programme, focusing on HGVs (Heavy Goods Vehicles) for the first time. The new programme, part of Euro NCAP's Vision Zero initiative to eliminate traffic fatalities, evaluates truck safety in three categories: Safe Driving, Crash Avoidance, and Post-Crash Safety. Among the nine long-haul trucks tested, Volvo's FH Aero and FM models received a 5-star rating, while IVECO's S-WAY model scored only one star. Four trucks were also given the CitySafe accreditation for safety features designed to prevent urban accidents

The Safer Trucks programme achieved **220,955 impressions** on social media last year, with the top post – our HORIBA MIRA launch on LinkedIn – reaching **29,837 impressions**.



“ The Euro NCAP Safer Truck rating will incentivise good safety performance in both cities and highways and allow optimisation of operational safety and cost. New regulatory requirements have forced manufacturers to increase safety performance. However, our aim is to progress towards best practices in all types of vehicle safety, rather than just meeting minimum standards, a goal we have successfully achieved with passenger cars.

*Matthew Avery  
Director for Strategic Development*

# Inside

# Euro NCAP

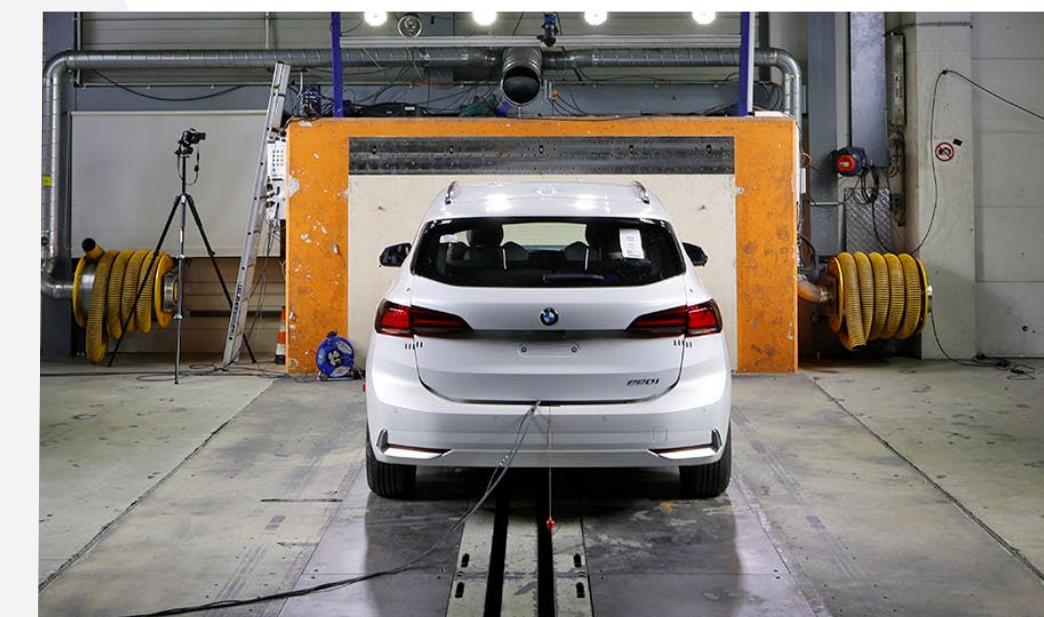
## Bring Back Buttons

'Bring Back Buttons' is a campaign to encourage car manufacturers to bring back physical buttons and controls in vehicles, particularly for critical functions like climate control, volume adjustment, and operating wipers. The campaign highlights concerns about the increasing trend toward touchscreens and digital interfaces in modern cars, which can be distracting and less intuitive to use while driving. Euro NCAP advocates for a balance between modern technology and safety, arguing that physical buttons are often safer because they can be operated without the need for drivers to look away from the road or take their hands off the wheel. Receiving global traction, Euro NCAP was invited to talk about the campaign on BBC Breakfast TV in the UK.



## New President

Following a meeting of the Board of Directors in October, Celine Vallade of France-based UTAC, was unanimously elected to succeed Niels Jacobssen, CEO at International Consumer Research & Testing (ICRT) as the next President of Euro NCAP. She is the seventh president in Euro NCAP's history and the first woman to hold the position. Following her election, Celine Vallade, who joined the Board of Directors in 2018 representing the French Ministry, said: 'I intend for Euro NCAP to continue to maintain its agility and level of expertise to support its growth.'



## New Labs

In the fast-paced world of the digital age, technology is constantly evolving. Vehicle testing is just one of several areas that are impacted by this trend. To increase quality, capabilities, and test and simulation expertise, Euro NCAP is actively expanding its network of test partners. In 2024, TECCON in Austria and HORIBA MIRA in the UK joined the list of approved test crash facilities. Towards the end of the year, DEKRA in Germany and Transpolis in France made the list of approved active safety labs.

# New Technologies

## New AD protocols and results

Euro NCAP recently updated its Assisted Driving tests to match the increased capability of market-available driving assistance systems. Several manufacturers now offer systems that can function not only on highways and motorways but also on rural roads. The updated tests incorporate new potential conflict scenarios, such as pedestrian, bicyclist, and powered two-wheeler incidents. They also advocate improved

speed assistance and enhanced driver monitoring to guarantee that the driver remains engaged in the driving task when the assistance system is operating. The most recent round of testing yielded positive results in general for the cars under consideration, but it also revealed weaknesses. This year, Euro NCAP awarded its first Not Recommended grading for the BYD ATTO 3.



## Virtual Testing

Occupant safety simulation uses advanced computer models to assess how passengers are impacted during vehicle accidents, ensuring that car designs comply with required safety standards. By simulating crash scenarios, automotive engineers can fine-tune features such as seat belts and airbags to improve protection and reduce injuries. Over the past five years, Euro NCAP has explored how simulation, or virtual testing, can enhance safety assessments and provide deeper insights into the effectiveness of restraint systems. The procedure, known as Virtual Testing for Crashworthiness, was trialled in 2024 for farside impact evaluations and is set to be implemented in 2026 for frontal and side impact protection.



# Euro NCAP

# Outreach in 2024

From January 1 to December 31, 2024, Euro NCAP continued to expand its digital presence, achieving nearly **3 million post impressions** and reaching **approximately 2 million users** through its social media posts. Additionally, Euro NCAP's official profiles engaged **almost 2 million followers**, further solidifying its influence in promoting vehicle safety awareness.

Euro NCAP's influence extends beyond Europe, shaping safety standards worldwide. Among the 41 cars tested in 2024, eight were developed by leading Chinese brands, including ZEEKR, Maxus, NIO, XPENG, Deepal, and Leapmotor.

Despite growing competition, European manufacturers continue to hold a dominant position in the market, with key players such as Mercedes-Benz, Volkswagen, and Renault remaining strong contenders across multiple vehicle segments.



## Most watched on YouTube

In 2024

Dacia Duster (2024)

**3,846 hours**



## Top website visits

### Car safety ratings in 2024

1. Dacia Duster
2. Toyota C-HR
3. VW Tiguan

### Commercial Van ratings

1. Ford Transit
2. Farizon SV
3. VW Transporter

### Safer Truck ratings

1. Volvo FM (2025 MY)
2. Volvo FH Aero (2025 MY)
3. Iveco S-WAY (2022 MY)

## Most popular car sold in Europe<sup>1</sup>

1. Dacia Sandero – 200,299
2. Volkswagen Golf – 166,325
3. Renault Clio – 162,062

## Top car brands by new registrations in 2024<sup>2</sup>

1. Volkswagen – 1,165,148
2. Toyota – 798,556
3. Škoda – 659,665

(1) Data gathered by Euro NCAP up-to-date, 22 January 2025.  
 (2) Data gathered by ACEA from January to December, 2024.



# Looking Forward to 2026

Euro NCAP's strategic plan, Vision 2030 'A Safer Future for Mobility', covers a range of cutting-edge car safety technologies that recently entered the European market. To accelerate the uptake and improve the life-saving impact of these innovations, a new rating scheme is proposed in 2026 that clusters tests according to the four distinctive stages of an accident: safe driving, crash avoidance, crash protection, and post-crash safety.

These rating improvements aim to enhance the robustness and accuracy of Euro NCAP's safety assessments, ensuring that the rating system remains relevant in the face of technological advancements.

## “ New Rating Scheme for 2026

Looking back on a remarkably busy year, we would like to express our sincere gratitude to our members, laboratories, and industry experts for their invaluable contributions to the development of the new rating procedures. For Euro NCAP and all involved, 2026 will be a significant turning point, but we are certain that Euro NCAP's new safety scheme will offer useful direction to industry and consumers over the next decade.

*Richard Schram*  
Technical Director

## About Euro NCAP

Euro NCAP provides consumers with an independent assessment of the safety level of the most popular vehicles sold in Europe.

**Euro NCAP** is a catalyst for encouraging significant safety improvements to new vehicles design. We hope that when buying new vehicles, Euro NCAP will help you choose for safety.



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