

SMART BUYING STARTS WITH STRUCTURAL SAFETY

As priorities shift with life stage, well-informed buyers move beyond features and focus on protection.

No matter the age, **safety is always a key concern.**



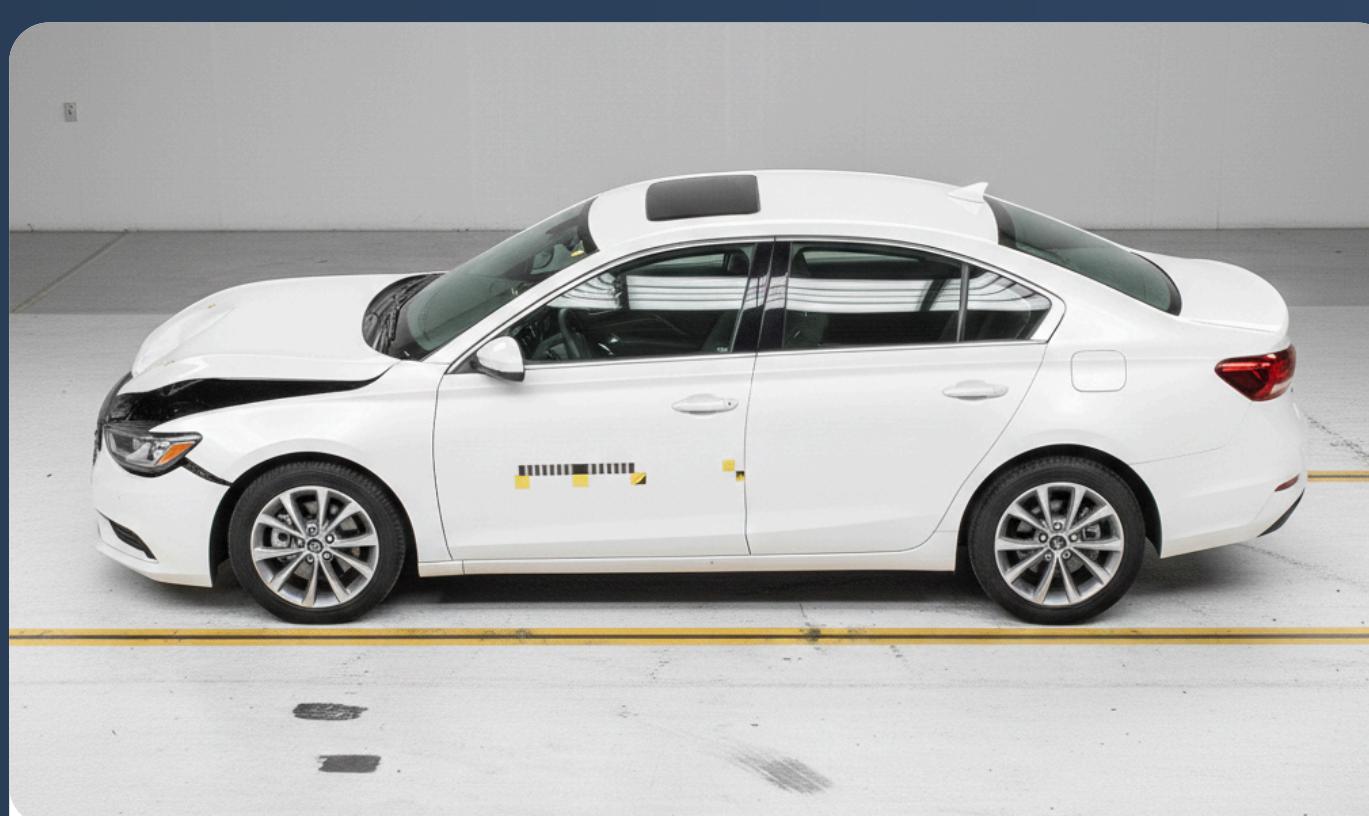
WHY SAFETY IS NOT JUST FEATURES: IT'S STRUCTURAL DESIGN

Well-informed buyers look beyond airbags to how a car's chassis manages crash forces.



Rigid Passenger Safety Cell

- High-strength cabin designed to remain intact
- Preserves survival space during impacts



Controlled Crumple Zones

- Outer structure deforms intentionally
- Absorbs crash energy before it reaches occupants



Reduced Injury Risk

- Slower deceleration reduces force on the body
- Prevents lethal energy transfer to occupants

WHY CONTROLLED DEFORMATION SAVES LIVES

A longer crash duration lowers peak force on the human body (Impulse-momentum principle: increasing time reduces force).



WHAT ENGINEERS MEASURE TO JUDGE CHASSIS SAFETY

Passenger Compartment Intrusion

Less intrusion = lower fatal injury risk IIHS ratings penalize excessive structural collapse

Pillar Structural Integrity

A, B, and C-pillars protect occupants in side impacts and rollovers

Energy Absorption Capacity

Crumple zones absorb crash energy through controlled deformation

A safe chassis is designed to deform so people don't have to.

Strength matters most where people sit, not where metal can safely collapse.

The best car is not the most expensive one, but the one that protects you at every stage of life.