

# Consumer Information Program for Rollover

Roger Kurrus

*Chief*

*Consumer Automotive Safety  
Information Division*

Mary Versailles

*Senior Analyst*

*Consumer Automotive Safety  
Information Division*



**People Saving People**

<http://www.nhtsa.dot.gov>

# **Consumer Interest in Vehicle Safety Information**

*1997 NHTSA Customer Satisfaction Survey of 4,000 respondents...*

“If you were buying a motor vehicle, how important would you rank the safety of the vehicle in your purchase?”

**Very Important 73.7%**  
**Somewhat Important 21%**

Bureau of Transportation Statistics  
August 2000 Survey of 1,000 Households...

**Yes 85%**

**No 15%**

“Have you used the star ratings in either consideration of or the purchase decision for a new vehicle in the past year?”

Bureau of Transportation Statistics  
August 2000 Survey of 1,000 Households...

“Would you use a federal government rating regarding the likelihood of rollover for different motor vehicles in making any future purchase decisions?”

**Yes 79%**

**No 21%**

# **Research on Advantages and Disadvantages of Star Rating System**

# Objective

Evaluate new and used car buyers' preferences for the presentation of rollover information

# Six (6) Focus Groups

May 1999

*Dallas, TX, Overland Park, KS and Richmond, VA*

- Adults over 30 (4 groups)
- Adults 21-30 (2 groups)
- Purchased or intend to purchase new vehicle (75% SUVs or pick-ups)
- Segmented by income; half of groups over \$50,000.



# Methodology

Tested five rollover information formats

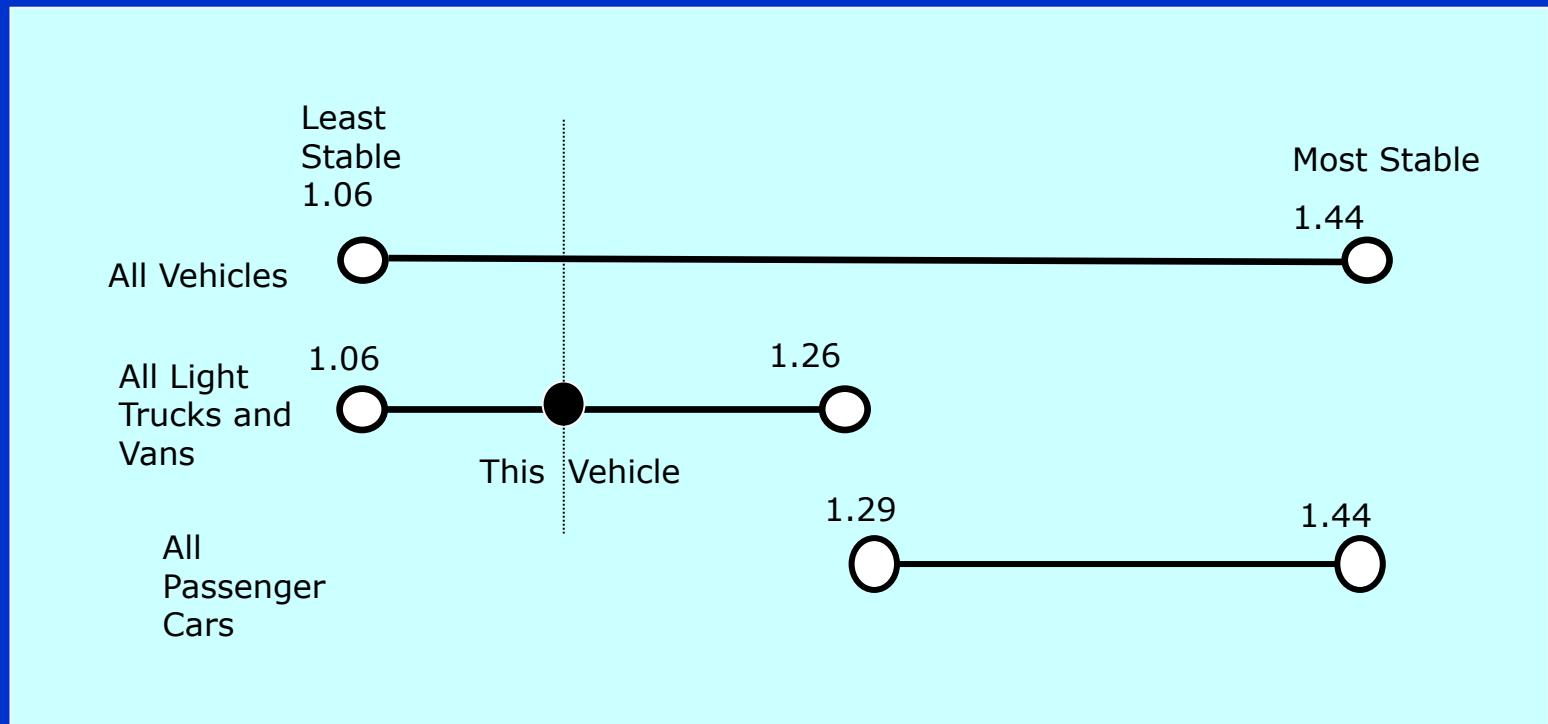
## Option 1- Star Rating LABEL

The Rollover Rating for this Vehicle is:



Most Stable  
More Stable  
Average  
Less Stable  
Least Stable

# Option 2-Line Graph LABEL

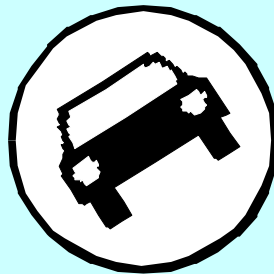


# Option 3-Graphic Rating LABEL

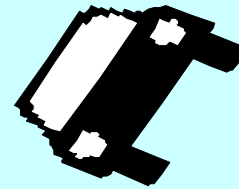
**THE ROLLOVER RATING FOR THIS VEHICLE IS CIRCLED:**



More Stable



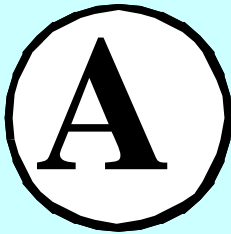
Average



Less Stable

# Option 4- Letter Grade LABEL

**THE ROLLOVER RATING FOR THIS VEHICLE IS CIRCLED:**



**More Stable**

**B**

**Average**

**C**

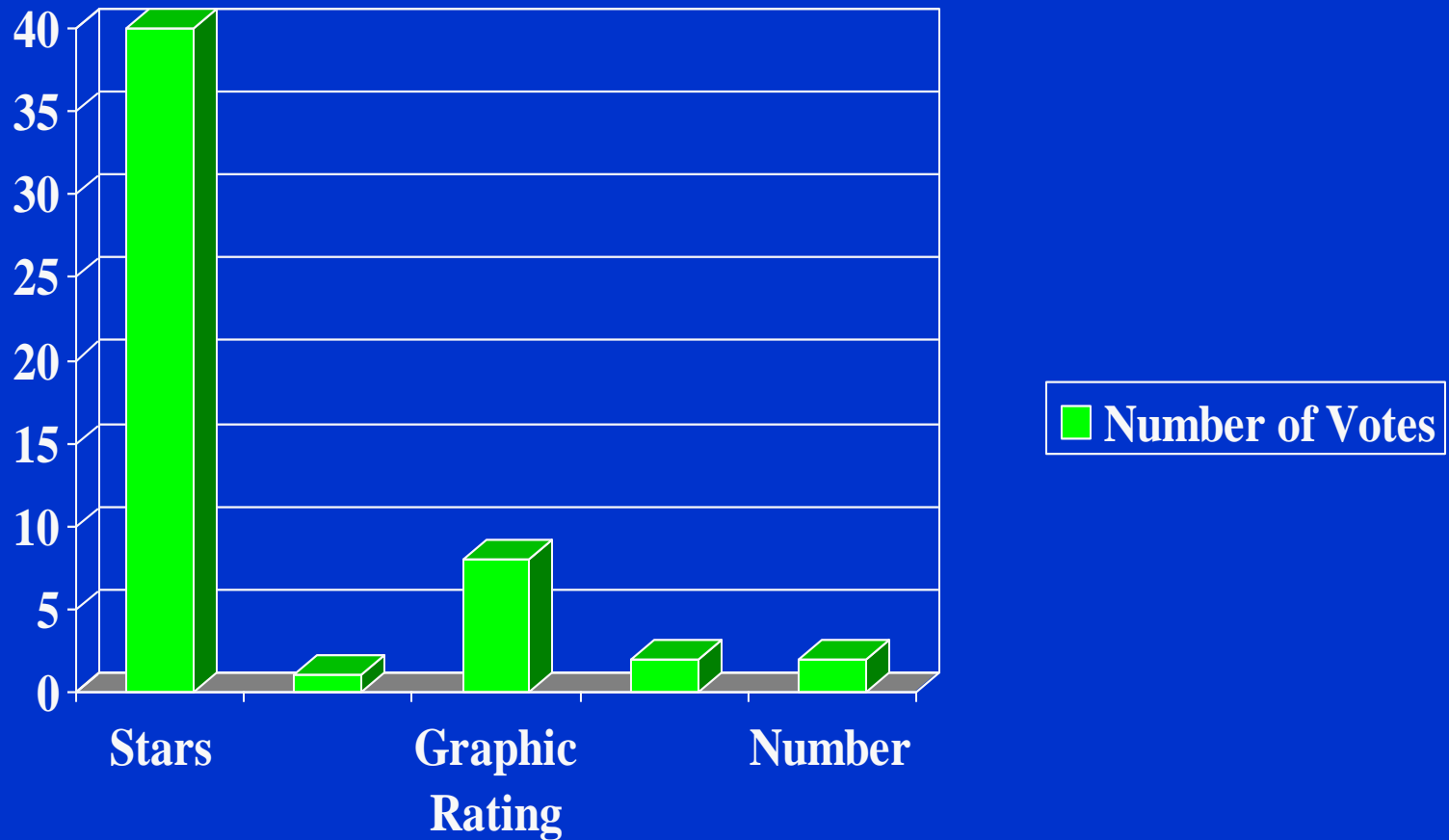
**Less Stable**

# Option 5-Number Score LABEL

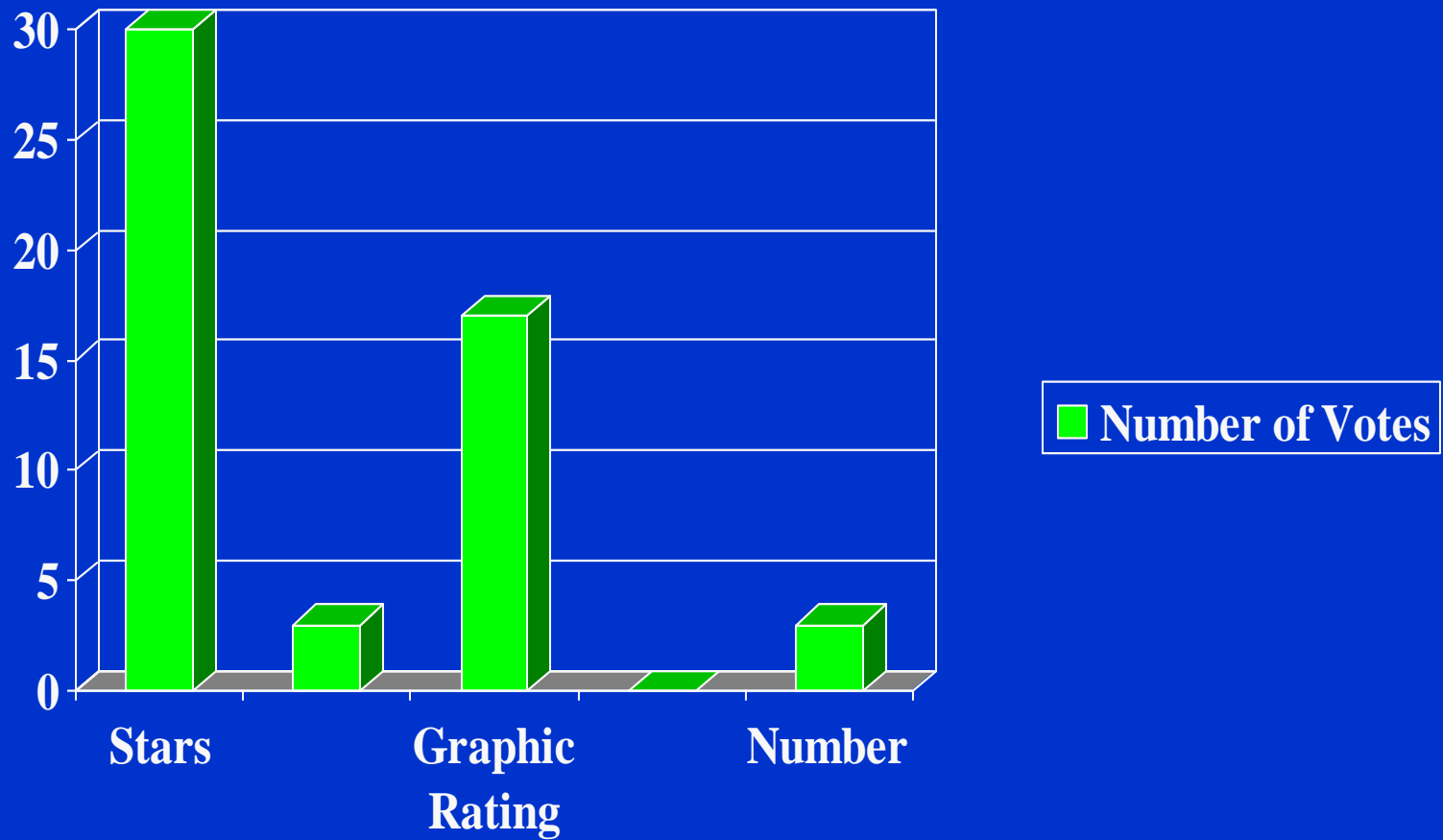
The Rollover Rating for this vehicle is:

**149**

# Best Overall Concept



# Clearest Label





# Findings

- Participants felt that ratings based on stars would be the most easily understood.
- Letter and number grades were considered to be unclear in defining the “rollover rating”
- Line graph format was considered to be complicated and difficult to read.
- The graphic rating was seen as effective for communicating the subject area, but there were numerous other problems with the rating

# Results

Star ratings were selected to be used for rollover

# **Research on Presenting the Information to the Consumer**

# Objective

Evaluate comprehension of language used to explain NHTSA's Rollover Resistance Rating

# Twelve (12) Focus Groups

November 2000

*Chicago, IL and Dallas, TX*

- Adults 18-54
- Equal proportions of males and females
- Licensed drivers owning or planning to purchase newer vehicles
- Safety important when shopping for a vehicle

# Methodology

Tested short and long version of  
explanation of Rollover  
Resistance Rating

# Findings

- Participants preferred the longer, more detailed version for thoroughness and persuasiveness
- Participants felt long version was too long, and contained extraneous information
- When asked “Which is safer, more stars or fewer stars” 88% responded correctly

# Results

As a result of the focus group findings, the longer version was re-written to be more concise and remove certain detailed information.

That version is presently on web site as  
“Description of Rollover Resistance Rating”



# buying a safer car



BACK



INFO

## NHTSA



**cars**



**trucks**



**vans**



**sport utility**



**make  
model  
year**

**search**



<http://www.nhtsa.dot.gov/>

# Release of Rollover Resistance Ratings

- Press Release January 9, 2001 announcing first rollover resistance ratings
  - 43 vehicle make/models
  - Web Page version included a link to Q&A's about rollover and the new ratings
- Also made available a video news release on the new rollover resistance ratings

# Initial Response

- Total number of visitors to NHTSA's web page the first day exceeded the previous high number of visitors for any single week!
- The VNR was shown in 659 broadcasts on 293 stations, with an estimated audience of almost 40 million.
- Then Administrator Dr. Sue Bailey gave interviews to Good Morning America, CNN, the Today Show, Peter Jennings World News Tonight (ABC), Dan Rather (CBS), Tom Brokaw (NBC), Hearst, Fox, Cox, Washington Post, Detroit Free Press and the Bureau of National Affairs.
- Other NHTSA officials also did radio interviews with the AP and some local stations.
- Articles in all major national newspapers.

# Future Activities








- Upgrade web page to integrate rollover resistance ratings with other NCAP ratings
  - Charts will show all three ratings
  - Details will be available on the individual vehicle pages

2001 Sport Utility Vehicles - Microsoft Internet Explorer

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## 2001 Sport Utility Vehicles

Real-world crash experience shows that sport utility vehicles are generally more prone to roll over than other vehicle types.

Make & Model	Frontal Star Rating		Side Star Rating		Side Impact Protection			
	Driver's	Passenger's	Front Seat	Rear Seat	Side Air Bag		Side Head Bag	
					Front	Rear	Front	Rear
<a href="#">2001 Chevrolet Blazer 4-DR. 4x4</a>	★★★★	★★★★★	★★★★★★	★★★★★★	No	No	No	No
<a href="#">2001 Chevrolet Suburban 4-DR. 4X4</a>	★★★★★	★★★★★	No test planned	No test planned	Yes	No	No	No
<a href="#">2001 Chevrolet Tahoe 4-DR. 4x4</a>	★★★★	★★★★★	No test planned	No test planned	Yes	No	No	No

Done Internet

2001 Nissan Pathfinder 4-DR. 4x4 crash test details - Microsoft Internet Explorer

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**sport utility vehicles** BACK INFO CARS TRUCKS VANS SEARCH

## 2001 Nissan Pathfinder 4-DR. 4x4

**Real-world crash experience shows that sport utility vehicles are generally more prone to roll over than other vehicle types.**



after frontal impact test

### Frontal Star Rating

Driver's Side	Passenger's Side
★★★★★	★★★★★

### Side Impact Star Rating

Front Occupant	Rear Occupant
★★★★★	★★★★★

### Vehicle Weight

4147 lbs

Internet

# 2001 SPORT UTILITY VEHICLES

MAKE & MODEL		FRONTAL CRASH RATINGS		SIDE CRASH RATING		ROLLOVER RESISTANCE RATING	SIDE AIR BAG	
		DRIVER	PASSENGER	DRIVER	REAR PASSENGER		FRONT	REAR
FORD EXPLORER 4DR 4X2	4040 lbs.	NOT TESTED	NOT TESTED	NOT TESTED	NOT TESTED	✖ ✖		
HONDA PASSPORT 4DR 4X2	3683 lbs.	NOT TESTED	NOT TESTED	NOT TESTED	NOT TESTED	✖ ✖ ✖		
INFINITI QX4 4DR 4X2	3861 lbs.	NOT TESTED	NOT TESTED	NOT TESTED	NOT TESTED	✖ ✖		
ISUZU RODEO 4DR 4X2	3683 lbs.	NOT TESTED	NOT TESTED	NOT TESTED	NOT TESTED	✖ ✖ ✖		
JEEP GRAND CHEROKEE 4DR 4X2	3818 lbs.	NOT TESTED	NOT TESTED	NOT TESTED	NOT TESTED	✖ ✖		
JEEP WRANGLER 2DR 4X4	3322 lbs.	✖ ✖ ✖ ✖	✖ ✖ ✖ ✖	NOT TESTED	NOT TESTED	✖ ✖		
MAZDA TRIBUTE 4DR 4X2	3037 lbs.	NOT TESTED	NOT TESTED	NOT TESTED	NOT TESTED	✖ ✖ ✖		
MAZDA TRIBUTE 4DR 4X4	3337 lbs.	TO BE TESTED	TO BE TESTED	✖ ✖ ✖ ✖ ✖	✖ ✖ ✖ ✖ ✖	✖ ✖ ✖		
MERCURY MOUNTAINEER 4DR 4X2	4040 lbs.	NOT TESTED	NOT TESTED	NOT TESTED	NOT TESTED	✖ ✖		
MINI COOPER S 4DR 4X2	3952 lbs.	NOT TESTED	NOT TESTED	NOT TESTED	NOT TESTED	✖ ✖		
NISSAN PATHFINDER 4DR 4X2	3861 lbs.	NOT TESTED	NOT TESTED	NOT TESTED	NOT TESTED	✖ ✖		
NISSAN XTERRA 4DR 4X4	3580 lbs.	✖ ✖ ✖ ✖	✖ ✖ ✖ ✖	✖ ✖ ✖ ✖	✖ ✖ ✖ ✖ ✖	✖ ✖		
SUBARU FORESTER 4DR 4X4	3171 lbs.	✖ ✖ ✖ ✖	✖ ✖ ✖ ✖	TO BE TESTED	TO BE TESTED	✖ ✖ ✖		

§ - Electronic Stability Control is standard.

# Future Activities

- Spring edition of *Buying a Safer Car 2001* will include rollover resistance ratings
  - Charts will include ratings
  - Text will be updated with tested description





**Now with  
Rollover  
Resistance  
Ratings!**

[illegible]