**Press Release**

**Brussels, 1 March 2017**

**New Toyota C-HR awarded top five-star rating in Euro NCAP safety testing**

* **Toyota C-HR obtains high ratings for occupant protection and active safety**
* **Toyota New Global Architecture-based platform and use of high-strength steels in the body shell deliver built-in strength**
* **Toyota Safety Sense, standard on all C-HR models, provides additional safeguards to help the driver avoid an accident, or minimise the consequences of a collision**

The all-new Toyota C-HR has secured the top five-star rating in independent Euro NCAP safety testing. On top of offering excellent occupant protection in case of an accident, the model also obtained very good results in active safety.

The C-HR achieved an excellent 95 per cent score for overall adult occupant protection; 77 per cent for child occupants; 76 per cent for pedestrian protection performance; and 78 per cent for safety assist performance.

In its report, Euro NCAP commended the new C-HR for its good result in the frontal offset test and for achieving maximum points in both the side barrier test and the more severe side pole impact.

The Toyota C-HR’s crash test performance reflects the fundamental strength of its Toyota New Global Architecture-based platform and body, which make good use of strategic reinforcements and use of high-strength steels to absorb and channel impact forces away from the cabin.

As part of Toyota’s commitment to democratise advanced safety equipment, Toyota Safety Sense is fitted as standard across the full C-HR range. This safety pack includes a Pre-Collision System (PCS) with Pedestrian Recognition, Adaptive Cruise Control (ACC), Lane Departure Alert (LDA) with steering control, Automatic High Beam (AHB) and Road Sign Assist[[1]](#footnote-1) (RSA).

The C-HR’s Pre-Collision System scored maximum points in the tests at low, city speeds, with collisions being avoided at all test speeds. Also at highway speeds, Toyota Safety Sense revealed good performance. When approaching a slower-moving car, collision was avoided at all test speeds. And when approaching a stationary car, or a decelerating car, collision was avoided in most cases and mitigated in others.

The system’s Pedestrian Recognition function also showed good performance as collisions with the pedestrian target were avoided in all low speed tests and, at higher tests, the impact was avoided or mitigated.

“These very good safety results, particularly in active safety, show that Toyota C-HR has much more to offer than an outstanding style. Our aim was to make C-HR dynamically fun and safe to drive”, says Karl Schlicht, Toyota Motor Europe EVP for Sales. “Safety is and will remain very important in our product development. Toyota Safety Sense is a major step towards safer cars and it is now rolled-out to our entire line-up, including its standardization on the new 2017 Toyota Yaris”, concludes Karl.

For further information please contact:

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1. Road Sign Assist not available on the entry grade [↑](#footnote-ref-1)