



# Media Release

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## Safer cars trumpeted at Wheatbelt shows

RAC's [Elephant in the Wheatbelt](#) will be starring at a number of upcoming Wheatbelt spring events, including the Dowerin GWN7 Machinery and Newdegate Machinery Field Days, to promote road safety and the Australasian New Car Assessment Program (ANCAP).

RAC Senior Manager Media and Government Relations Liz Carey said event goers will be able to take a photo with the elephant, talk with RAC staff about the Wheatbelt's concerning road fatality rate and gain helpful road safety tips like how to check their vehicle's ANCAP star safety rating.

"We'll be informing attendees about the ease at which they can check their car's ANCAP star safety rating online, and the importance of its consideration before purchasing a new car," Ms Carey said.

"According to ANCAP, occupants have twice the chance of being killed or seriously injured in an ANCAP 1-star rated vehicle compared to an ANCAP 5-star rated vehicle.

"Last year someone died on Wheatbelt roads every fortnight on average, and vehicle safety plays a major role in helping to avoid or reduce the severity of road crashes.

"Unlike the energy consumption labels on refrigerators and washing machines, there is currently no mandatory requirement to display vehicle safety ratings at the point of sale – information which could save lives on Wheatbelt roads. That's why we're taking charge to inform Wheatbelt communities."

RAC has embarked on a five year road safety campaign in the Wheatbelt; the first stage comprising of the Elephant in the Wheatbelt. Made out of wrecked cars, the life-sized African elephant sculpture is touring the Wheatbelt to generate discussion and bring about behaviour change.

He will be attending the Dowerin GWN7 Machinery Field Days (26-27 Aug), 59<sup>th</sup> Yilgarn Agricultural Show (29 Aug), 43<sup>rd</sup> Newdegate Machinery Field Days (2-3 Sep), Kellerberrin Show (5 Sep), Act-Belong-Commit Mukinbudin Spring Festival (10-12 Sep), 104<sup>th</sup> Moora Show (19 Sep) and the 94<sup>th</sup> Quairading Show supported by RAC (10 Oct).

Newdegate Machinery Field Days Sponsorship and Promotions Coordinator Stephanie Clarke-Lloyd said she was thrilled to host the Elephant in the Wheatbelt at the event of up to 9,000 people over the two days.

"Car crashes in our community affect everyone and the elephant can touch a lot of people at a large event like this. The elephant will be a great attraction and talking point," said Ms Clarke-Lloyd.

[ANCAP](#) is an independent vehicle safety advocate which crash tests and rates new vehicles to provide consumers with transparent advice on vehicle safety.

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