



Amarok 4WD Highline scores 5-stars in ANCAP safety rating

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ANCAP has awarded its first 5-star double-cab ute safety rating to the new Volkswagen Amarok

ANCAP (Australasian New Car Assessment Program) has awarded its first 5-star safety rating to the Volkswagen Amarok 4WD Highline ute. The Amarok is the first double cab ute in the New Zealand market to achieve this rating and is a huge sign of confidence in this new contender to the ute market which was officially launched in New Zealand on 14 February 2011.

Utes often double as both workhorse and family transport and so this 5-star rating of the Amarok Double Cab Highline is great news for ute buyers who can now rest assured that whether at work or transporting their kids to Saturday sport they are protected by the highest standards. The vehicle scored 16 out of 16 in the side impact crash test and is the first dual-cab utility to receive a 5-star rating from ANCAP.

The Amarok is based on an internally developed rugged ladder frame. High-strength steel gives this chassis an exceptionally high level of crash safety, and it redefines the standards in its class. De-coupling the cab from the frame results in optimal torsional resilience which is especially advantageous for the Amarok's driving behaviour on rugged roads, providing tremendous strength especially in the area behind the passenger compartment.



The Amarok has ESP including off-road ESP as standard across the range. ESP prevents the vehicle from breaking away and also takes into account information on load status. Off-road ESP is activated by the touch of a button and gives more control as well as reducing stopping distances on loose surfaces. We believe this is an especially important safety feature when you consider the marginal surface conditions utes are often operated on however Amarok is one of the few utes in the market to have ESP as standard across the range.



A multiplex of airbags including head/thorax airbags which are rare in the ute segment are standard in the Amarok Highline. The telescoping steering column is designed to absorb crash energy, and this reduces risk of injury to the driver. Basic equipment includes three-point belts (driver's seat also has visual and acoustic belt warning) as well as height-adjustable head restraints at all outer seating positions. The outer rear seating positions are also prepped with Isofix receptacles for mounting suitable child seats.



“We expect this 5-star result will see other manufacturers striving to match the Amarok in safety terms – ANCAP has placed a real focus on utilities and light commercials over the past two years, and we have seen definite improvements in terms of occupant safety for most new models” says ANCAP Chair, Lauchlan McIntosh.

“Whether on the land or in towns and cities” continues McIntosh “...it is only fair that drivers and passengers in these vehicles have similar levels of safety to those of people driving private passenger vehicles... Unfortunately many other models of dual cab ute on the market have a 3-star ANCAP rating or less. Buyers should check out the ratings on the ANCAP website and view the crash photos and videos to get an idea of the difference between 3-star and 5-star vehicles.”



Grant Doull, Manager –Commercial Vehicles Volkswagen, NZ is not surprised by the result “The words ‘game changer’ have been bandied around of late but we always knew that we were launching a vehicle that would change standards and expectations in the ute market. For too long the market has been dominated by one or two brands and now the Volkswagen Amarok has definitely ruffled some feathers and offers consumers a safer, more capable and comfortable option. We’re very happy with the result but we can’t say we’re surprised.”

Notes: The 5-star rating only applies to the double-cab 4WD Highline version of the Amarok. The 4WD standard Amarok achieved a 4-star rating but can be upgraded to 5-star with a \$650 option of side airbags. The 2WD version is currently being evaluated and so is unrated.

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