



Mary T. Barra
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USA

13 November 2015

Dear Ms Barra

On 14 April last year you announced a 'Speak Up for Safety' program to encourage General Motors employees to submit ideas aimed at making GM vehicles safer. This was a very welcome initiative which Latin NCAP applauds. Unfortunately your important message does not seem to have reached those responsible for the safety of GM automobiles sold in Latin America. So we are now raising directly with you our concerns about the poor performance of the GM products that have been tested by the Latin New Car Assessment Program (Latin NCAP).

On 16 November we are releasing the results of a frontal impact test of the Chevrolet Aveo at 40 mph into a moderate overlap barrier. The car performs badly in the test and scores zero stars. The body-shell is unstable and the lack of airbags causes dummy readings which represent a high risk of life threatening injury.

As long ago as 2006 the European version of the Aveo was tested in the same test format by the European New Car Assessment Programme (Euro NCAP). Even with four air bags this model only scored two stars (with one struck through) as Euro NCAP commented that the "driver's chest made contact with the steering wheel distorting the rim" and warned that "compression of the driver's chest indicated an unacceptably high risk of life-threatening injury".

It is clear from these 2006 and 2015 crash tests that GM has known for nearly ten years that the Aveo without any airbags provides inadequate crashworthiness and also would be likely to fail the frontal impact regulations applied by either the United States or the European Union. More than a year after you announced the 'Speak Up for Safety' program it is hard to understand how GM can still sell a non-airbag version of the Aveo in Mexico with a high fatality risk and which falls below these minimum safety standards.

Unfortunately the Aveo is typical of a poor overall GM safety performance revealed in five years of independent crash testing carried out by Latin NCAP. We have now compared the results achieved by all the manufacturers involved in our test activities since 2010. I am sorry to say that the GM brand Chevrolet performs the worst of all the major global car companies.



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In fact Chevrolet's poor overall score is only exceeded by three Chinese brands – see table enclosed.

In response to the ignition recall crisis you promised that, "We are not going to be satisfied with just solving our current problems. We are going to be industry leaders," Latin NCAP's results comparison show that today General Motors is certainly not an industry leader in Latin American automobile safety. In April 2014 you also described the 'Speak Up for Safety' program as "an important step toward embedding the customer and safety-centered culture in every aspect of our business". I presume this powerful commitment also extends to GM's operations in Latin America?

In June 2014 you took strong and decisive action to entirely renew GM's headquarters team responsible for safety. Latin NCAP believes that the company now needs a similar fresh start in Latin America; with new leadership committed to driving GM towards the top of Latin NCAP's safety league table rather than being satisfied with a rating close to the bottom.

Latin NCAP respectfully urges you to demonstrate the sincerity of your advice to GM employees and take action yourself. We, therefore, request that GM confirms the immediate standard fitment of air bags in the Aveo in Mexico, and ensures that in future all the company's products in Latin America comply with the same frontal and side crash test standards that are applied in the USA and the European Union.

The removal of all 'zero star' cars from GM's global product range would be fully consistent with the current Decade of Action for Road Safety and contribute to the United Nation's new Global Goals target to halve road traffic deaths by 2020.

I sincerely believe that action like this would demonstrate the kind of high level leadership needed to show that that GM can truly speak up for the safety of all its customers not just in the United States but in Latin America too.

Yours sincerely,

María Fernanda Rodríguez
President
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Average OEM Star Rating for Adult Occupant Protection:

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BRAND	AVERAGE STAR RATING
Jeep	5.0
Seat	5.0
Honda	4.8
Toyota	4.5
VW	4.0
Citroen	4.0
Ford	3.8
Hyundai	2.3
Peugeot	2.3
Renault	2.3
Suzuki	2.3
Nissan	2.2
Fiat	2.0
Chevrolet	1.8
JAC	1.0
Chery	0.0
Geely	0.0
Lifan	0.0



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