

## 2011 IIHS Awards Announced Five Toyota Models Among the Winners

Toyota was a big winner when the Insurance Institute for Highway Safety recently announced its Top Safety Pick awards for 2011. Five Toyota models have won the award. Volkswagen won pole position with six, though the GTI and Golf counted for two awards despite their similarity. Sienna stands out as the only minivan to have won this prestigious award.

Top Safety Pick recognizes vehicles that do the best job of protecting people in the IIHS front, side, rollover and rear crash tests. IIHS tests are more stringent than some U.S. regulatory requirements. For example, vehicles rated “good” for rollover protection have roofs more than twice as strong as the current federal standard requires. IIHS estimates that such roofs reduce the risk of serious and fatal injury in a single-vehicle rollover by about 50 percent compared with roofs meeting the minimum requirement.

### IIHS Top Safety Pick Winners for 2011



▪ Avalon



▪ Sienna



▪ Highlander



▪ Venza



▪ Corolla

### How Are Vehicles Tested?

The Institute’s frontal crashworthiness evaluations are based on results of 40-mph frontal offset crash tests. Passenger compartment intrusion and potential injury measures on test dummies are among the results examined. Side evaluations are based on a test in which the side of a vehicle is struck by a barrier moving at 31 mph. The barrier represents the front end of a pickup or SUV. Among the considerations here are injury potential and the vehicle’s structural performance.

In the roof strength test, a metal plate is pushed against one side of a roof. The amount of force is increased to keep the plate moving at 0.2 inches per second. To earn a “good” rating for rollover protection, the roof must withstand a force of four times the vehicle’s weight before reaching five inches of crush.

Rear crash protection is rated on how well the headrests perform in a vehicle rear-ended at 20 mph. Additionally, headrests are measured for their geometry, including height and distance between them and the backs of the passengers’ heads. A vehicle has to pass both the performance and measurement tests before it is awarded a “good” rating for rear crash protection.

### What Do the Ratings Mean on the Sales Floor?

Shoppers for the five winning Toyota models will certainly want to know about these awards. And it goes without saying that minivan shoppers should be told Sienna is the only minivan on the market to have received this honor. All shoppers need to know every Toyota includes a wide-ranging list of safety features, including the Star Safety System™. These new IIHS awards are further confirmation of Toyota’s achievements in producing some of the safest vehicles on the road. Toyota may have won the awards, but it is buyers who get the prize.

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