



## **New automotive safety Web site Crashtest.com offers convenient information.**

([PRWEB](#)) December 15, 1999 -- You're in the market for wheels. You want to be as safe as possible while you're on the road. You know about airbags, antilock brakes, and traction control. But what if you're interested in an older car with none of those features? How do you find safety data if it isn't in the current Consumer Reports? What if you don't want to deal with tables of figures and technical terms?

Crashtest.com, a new website for car-safety data, holds answers. "My ambition is to increase public awareness of automobile safety," says Mark Theobald, founder and CEO. "Since it's so important, you should be able to look it up easily. My site puts together all the data available for any particular car."

The site is unique in its completeness, as well as in ease of use. Crashtest.com condenses the figures and statistics from government research and insurance data-banks into a standard format. "This lets the consumer compare cars of different makes and different years," says Theobald, pointing out that information on used cars has previously been difficult to locate.

He draws together material available in the public domain, but only in partial form at other locations. For example, the National Highway Traffic Safety Administration website gives figures for side-impact and full frontal collisions, whereas frontal offset crashtest results are available from the Insurance Institute for Highway Safety. A third site, the Highway Loss Data Institute, yields information on amounts paid by insurance companies for personal injury and for collision damage, and furnishes death rates.

Crashtest.com, collating information from all these sources, ranks the test results as Excellent, Good, Acceptable, Marginal, or Poor. It also grades each vehicle on weight, a major protection factor. Finally, it assigns an overall safety rating. Definitions of the terms and the standards for each grade are found in the introduction and by clicking on the terms at the top of each page. The twelve ranking categories are each linked to a full-page explanation, with diagrams illustrating unfamiliar terms.

The website is designed to load quickly and to be readable by all browsers. It has been updated with 2000 crash-test data, and with a "compare" feature for viewing two models at once.

J.D. Power, an industry consultant, estimates 40 percent of new vehicle buyers currently use the Internet in some way, almost double from a year ago. "When you're thinking of buying a car, new or used," says Theobald, "Your first thought should be safety - and your first stop should be Crashtest.com."

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