



*Contact:* Kristen Kinley

313-845-2709

**IMMEDIATE RELEASE**

**WORLDSID: THE FIRST INTERNATIONAL CRASH DUMMY IS PRODUCTION READY**

**SOUTHFIELD, Mich., March 9, 2004 --** The WorldSID Task Group of the International Organization for Standardization has officially released the world's first internationally designed crash test dummy today for production. For the first time in the automotive history, a crash test dummy was designed, developed and tested collectively by technical working groups from the America's, European and the Asia/Pacific regions. The dummy, known as WorldSID (for World Side Impact Dummy), has been under development since 1997. Its 212 sensors capture data more than 1000 times per second and store the information in special memory boards inside the dummy, making it the most advanced (and probably the smartest) crash test dummy in the world.

The work evolved under the leadership of three individuals known as the Tri-Chairs who also lead their regional Task Groups. The America's Region Task Group is chaired by Ms. Risa D. Scherer, an employee of Ford Motor Company and Project Manager for the WorldSID Program within USCAR's Occupant Safety Research Partnership. "This dummy could not have been developed without such outstanding international cooperation," said Scherer. Hundreds of engineers and scientists from over 45 organizations in the three regions of the world took part in the design, development and testing of the WorldSID, including some government safety organizations such as Transport Canada. In the U.S., engineers and scientists from Ford, General Motors, DaimlerChrysler, First Technology Safety Systems, RA Denton Inc, Denton ATD, DTS and numerous others participated.

"The WorldSID dummy was developed in an effort to end the years of nationally developed crash dummies," said Mr. Edmund Hautmann, Chairman of the European Region, an employee

of BMW and Project Manager for the WorldSID Program within ACEA (the Association of European Automobile Manufacturers).

"There are presently at least three different adult male sized side impact dummies in existence. One, developed by the NHTSA in the U.S., has served as the crash dummy to be used in the existing U.S. side impact crash regulation (FMVSS 214)," he said. "Another was developed in Europe and is the only dummy one can use to crash test for European Regulations. The WorldSID was developed to allow a single test procedure to be used for side impact in any regulation around the world." European participation came from BMW, Audi, Volkswagen, Fiat, DaimlerChrysler, Ford of Europe, Volvo, LAB/CEESAR, TNO, TRL, Bast, INRETS and others.

"People are physically the same around the world, so it only makes sense to have a single crash dummy to test vehicle safety," said Asia/Pacific Region Chairman, Mr. Akihiko Akiyama, an employee of Honda Motors and Project Manager of the WorldSID Program for JAMA (the Japanese Automobile Manufacturers Association). "The WorldSID's biofidelity, a measure of how well the dummy simulates a human, is the best to date of any crash dummy made for side impact and far exceeds that of its closest rival." The 11 existing dummies have survived more than 500 tests performed at more than a dozen crash labs around the world. Organizations participating in the Asia/Pacific Region included Honda, Nissan, Toyota, JAMA, JARI, Mitsubishi, Mazda and others.

Highlighting the international nature of this massive effort, the WorldSID dummy will make its official debut in June at a meeting of the Working Party on Passive Safety at the United Nations in Geneva.

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