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**INSURANCE INSTITUTE FOR HIGHWAY SAFETY (IIHS) ANNOUNCES SAFETY AWARDS FOR 2024 MODEL YEAR VEHICLES**

**Despite More Stringent Requirements, 71 Models Qualify for Awards**

[**<LINK TO B-ROLL>**](https://broadcastnewsresource.com/news/iihs-challenges-automakers-with-tougher-top-safety-pick-award-criteria)

**SATELLITE FEEDS:**

**Tuesday, February 27, 2024**

**10:30-11:00 a.m. ET and 1:30-2:00 p.m. ET**

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The Insurance Institute for Highway Safety is making it harder to earn its TOP SAFETY PICK and TOP SAFETY PICK+ awards in 2024, challenging manufacturers to offer better protection for backseat passengers and improve their pedestrian crash avoidance systems.

The annual awards highlight the safest vehicles consumers can buy, both in terms of crash protection and technology to prevent a crash in the first place. IIHS changes the award criteria most years to encourage steady improvements in vehicle safety.

Despite the more stringent requirements in 2024, 22 models will earn a TOP SAFETY PICK+ award and 49 will earn a TOP SAFETY PICK award.

To earn either award, vehicles are required to perform well in a variety of crash tests that represent common crash scenarios, including a recently introduced, more challenging side impact test. They also need to perform well in tests of their pedestrian crash avoidance systems and headlight performance. Winners of the higher-tier TOP SAFETY PICK+ award must also perform well in a new crash test that focuses on protection for those seated in the back seats of vehicles.

Hyundai Motor Group, which includes the Genesis, Hyundai and Kia brands, has the most 2024 awards overall — six TOP SAFETY PICK+ and 10 TOP SAFETY PICK awards for a total of 16. Toyota Motor Corp., which includes the Toyota and Lexus brands, has the next highest total with one TOP SAFETY PICK+ and 12 TOP SAFETY PICK awards. Mazda earns five TOP SAFETY PICK+ awards – the most of any single brand.

By class, small SUVs, midsize SUVs and midsize luxury SUVs are tied for the most TOP SAFETY PICK+ awards, with five each. Midsize luxury SUVs, which qualify for an additional 12 TOP SAFETY PICK awards, earn the most awards overall. Relatively few cars and pickups qualify for either award.

The changes to the 2024 award criteria are designed to push automakers to pursue higher levels of safety.

**Soundbites with David Harkey, IIHS President**

**B-Roll includes: crash tests, crash avoidance tests, test prep, pedestrians, TOP SAFETY PICK award crystals, select vehicles, and traffic footage**

**For more information on the latest IIHS safety ratings, visit** [**iihs.org**](http://iihs.org/)

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**Courtesy: Insurance Institute for Highway Safety (IIHS)**