



LIGHT@DAY

Nice to see you! Driving with running lights ensures your safety

If you drive with your lights on at day, you will increase your own safety and you will lower your risk of accidents considerably. According to the German Federal Statistical Office, 71.7 percent of all serious car accidents with bodily injury happened during daytime in 2001. By the use of daytime running lights alone as much as 25 percent of all deadly accidents and 35 percent of collisions of approaching vehicles can be avoided. This is the result of a field test carried out by the Regional Road Safety Organisation of Lower Saxony, Oct. '98 to Sept. '99, Germany.

In view of these definite results of all studies and the experience made in other EU countries, the EU consider obliging car manufacturers to install automatic daytime running lights in new cars. The simplest way to make a car safer during the day is to switch on the passing beam. This is why OSRAM has developed special daytime running light bulbs which can be used day and night with improved durability: the LIGHT@DAYTM family. LIGHT@DAYTM light sources have the same replacement interval as the normal standard version – even when used permanently day and night.

More information www.lightatday.com

The LIGHT@DAYTM bulb family: For all lamps on the vehicle

When driving with the lights on at daytime not only the front passing beam but also all other lamps on the vehicle outside will be turned on (tail-lights, numberplate lights etc). For this reason, auxiliary lamps with the same extended life have been developed for LIGHT@DAYTM besides headlamp bulbs.



Advantages :

- Significant decrease of accident hazards through better visibility
- Your own vehicle can be noticed earlier and better by other road users
- Better visibility in a monotone landscape

- The distance of approaching vehicles can be estimated more accurately
- Vehicle movements can be clearly recognised
- Visual separation of moving and parking traffic

SEE THE WORLD IN A NEW LIGHT

