

Outsmart the dark.

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Learn what gets our attention on the road when visibility is low.



of what is visible during the day is visible at night.



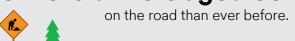
After the age of 20, a person's illumination needs double every 13 years.

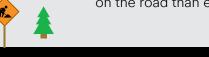




Our peripheral vision is more sensitive to motion and contrast,

making objects retrofitted with reflective materials stand out more to capture drivers' attention.







High-beam headlights illuminate the road approximately 400 feet ahead, or about twice as far as low beams. Reflective films are made visible from

more than 800 feet.



It takes approximately

300 feet

to respond and stop when traveling at 60mph, leaving very little time and space for drivers to react to obstacles ahead.

Vehicles retrofitted in reflective films can help improve visibility from at least



twice as far away

compared to vehicles without reflective films.



Be safe. Be seen.



35% of fatal crashes involving large trucks occur at night

despite significantly less traffic on the roadways.



Large trucks are struck in the rear 3X more often

than other vehicles involved in fatal truck collisions



Rates for serious injury or hospitalization were 2X as high on dark and unlit roads

in crashes involving side or rear impacts to single-unit trucks by passenger vehicles compared with daylight conditions.



Rear end collisions account for 21% of fatal crashes

involving large trucks and other vehicles, the second highest impact area following the front of trucks.

Read Article to Learn More



R.D. Bloomberg, A. Hale and D.F. Preusser, "Experimental Evaluation of Alternative Conspicuity-Enhancement Techniques for Pedestrians and Bicyclists," Journal of Safety Research, Volume 17, pp. 1–12, 1986.
"Decision Sight Distance for Highway and Traffic Control Requirements," Report number FHWA-RD-78-78.
Driving at night can be deadly: Safe & Sober Campaign - US- Department of Transportation National Highway Traffic Safety Administration.

Traffic Safety Administration.

Beginners Drivers Guide: When should high beam headlights be used https://driving-tests.org/beginner-drivers/high-beam-headlights-use
Federal Motor Carrier Safety Administration: Large Truck and Bus Crash Facts 2017.
National Transportation Safety Board 2013. Crashes Involving Single-Unit Trucks that Resulted in Injuries and Deaths. Safety Study NTSB/SS-13/01. Washington DC.

US Department of Transportation National Highway Traffic Safety Administration 2017. Traffic Safety Facts
Large Trucks.