



Outsmart the dark.

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

Only 5%

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.**

2X

There are more drivers aged 65+
on the road than ever before.



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.

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