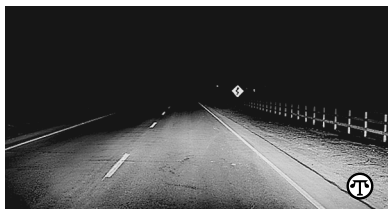


# ROAD TO SAFETY

## Better Lighting For Late Night Drives



**A nighttime view of the road with traditional low-beam automotive lighting.**



**A nighttime view of the road with high-intensity low-beam automotive lighting.**

(NAPSA)—Here's enlightening news for drivers. While rain, mist, darkness and bends in the road that leave no room for delayed reaction can cause many people to grip their steering wheel tightly and hope for the best, a new kind of lighting may offer a better solution. Xenon High Intensity Discharge headlight technology:

- helps drivers see farther down dark roads faster;
- performs better in poor weather conditions;
- provides a sharper view of obstacles and obstructions, bringing objects into view sooner than traditional headlights.

The combined benefits provide drivers with a much clearer picture of what lies ahead to make driving at night safer and easier to navigate.

Xenon headlights are brighter than traditional headlights, offering an increased light output. The increased output lets drivers see potential dangers sooner and adds 30 to 50 more yards of effective stopping distance.

A recent survey conducted by Brand-Aid Consulting found that many drivers of vehicles equipped with traditional incandescent headlights complain about the lack of nighttime visibility. On the

other hand, the survey found that 91 percent of people who drive vehicles equipped with Xenon headlights noted better visibility and a greater sense of safety. Additionally, 85 percent of drivers of cars with Xenon headlights would recommend the technology to friends.

However, getting Xenon lighting for vehicles requires concerned car buyers to demand the technology. Because Xenon lighting is available only on certain models, drivers need to express their concerns about lighting choices when talking to car dealers.

By responding to increases in demand for greater selection and more affordable safety features, as well as fuel efficiency, automakers may well offer Xenon lighting as part of standard vehicle packages; available for all who demand safer nighttime driving.

To determine if a vehicle you're considering offers Xenon High Intensity Discharge lighting, you can e-mail Osram Sylvania at Hillsboro.CSwebmail@sylvania.com.

To learn more about the benefits of Xenon lighting, you can visit the Motor Vehicle Lighting Council at [www.mvlc.info](http://www.mvlc.info) or Osram Sylvania at <http://www.sylvania.com>.