



34 MILLION DRIVERS IN THE UK 17 MILLION STRUGGLE TO SEE AT NIGHT¹



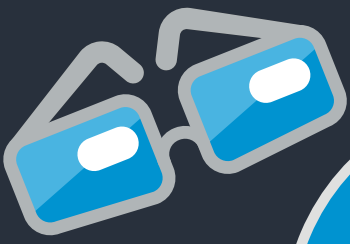
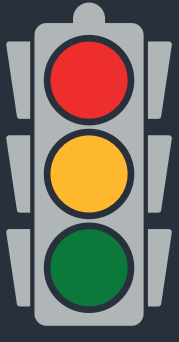
90% of information a driver uses is visual



25% of all car travel is at night but²...



40% of collisions occur at night²



Time taken to recover from glare:

15 year old - 1 second,
65 year old - 9 seconds²



3X greater accident death rate at night²

SAFETY TIPS WHEN DRIVING AT NIGHT



- 1 Keep headlights, brake lights, signal lights and windows clean
- 2 Check headlights are properly aimed even in a new car
- 3 Turn headlights on in early twilight
- 4 Do not use high beam when following or approaching another vehicle
- 5 Use the left edge of the road as a visual guide if blinded by oncoming lights
- 6 Raise or lower the rearview mirror to eliminate bright reflections from following cars
- 7 Wear glasses with anti-reflective lenses such as **Road Pilot with Crizal Drive coating** for perfect driving vision
- 8 Keep your eyes moving rather than focusing on one area
- 9 If you feel tired on a long trip have two strong coffees and a 15 minute nap
- 10 And of course, never drink and drive

For more information visit www.essilor.co.uk

¹The Eyecare Trust, Populus surveyed 1,056 adults weighted to reflect the UK population between 15-16 October 2014

²Source: ROSPA, June 2017