

Safety is the color of your car

It seems to be a well known fact that, psychologically, color is an essential part of the overall perception a motorist has of his car.

The choice of color will vary according to the buyer's personal taste, general trends offered on the market, fashion and even according to economical conditions (apparently, during a recession consumers will opt for subdued colors and during economic growth, they will favor bright colors).

Depending on car size and degree of luxury, consumer preferences will vary. Customers buying luxury cars such as Cadillac, Lincoln or Mark VI, tend to prefer chic colors like black or white. On the other hand, bright colors will be more popular for economy size models.

SAFETY

Which color will enable other motorists to see your car in any condition or degree of visibility? Lime green, phosphorent orange or shocking pink?

Like boy scouts, all drivers

should be prepared, especially for

emergency situations. That's why a

survival kit is indispensable in over-

This survival kit should include

flare, reflectors, fuses, replacement

strong nylon rope, cotton working

gloves, a lamp which can be plug-

bulbs, booster cables, raincoat,

coming engine trouble or failure

and many other unforeseen

incidents.

Be prepared for

any emergencies

It's difficult to give a definite answer to this question. However, there is a basically logical rule to guide us: light colors are better seen. In theory, it's easier to spot a yellow car than a brown car when driving at night. But being able to see other vehicles on the road depends more on light and weather conditions. So actually, that same yellow car can be seen more or less easily, depending on the circumstances. As far as other colors are concerned, we can't be specific. A few years ago, a study made by the German firm Daimler-Benz rated each of the following colors (100% being the perfectly visible color):

White	88
Yellow	70
Orange	47
Pale grey	47
Pale blue	43
Medium red	23
Blue	8
Dark blue	5
Black	5
The study also ment	ioned that

ged into the car's cigarette lighter,

All of these articles are available

Once purchased, they should all

This basic survival kit can make

be centrally located and easily ac-

your next journey less worrisome,

knowing you're prepared to en-

counter an emergency situation.

pliers and a few other tools.

automotive service center.

from a good hardware store or

cessible, ideally in the trunk.

light colored cars could be seen at distances two to four times greater than dark colored vehicles. Colors that are truly somber seemed to be classified as actually dangerous, whereas light colors are safer. It is

difficult to be more specific on that subject as out of 100 automobile accidents, 250 different factors play more or less important roles.

Obviously, a white car is difficult to spot in the snow, and a green

car blends in with a summer country landscape; it goes without saying. To be visible, car colors must not have a "chameleon effect". It is wisest to stick to light or even bright colors.

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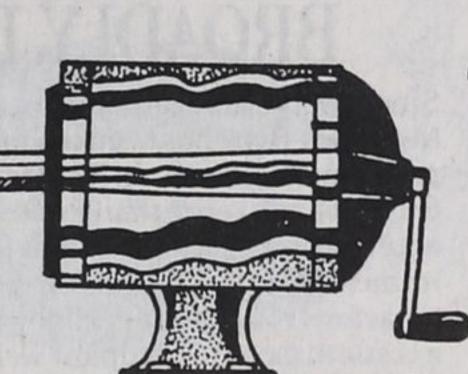
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