



# 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, phosphorene orange or shocking pink?

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 mentioned that

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.

## Be prepared for any emergencies

Like boy scouts, all drivers should be prepared, especially for emergency situations. That's why a survival kit is indispensable in overcoming engine trouble or failure and many other unforeseen incidents.

This survival kit should include flare, reflectors, fuses, replacement bulbs, booster cables, raincoat, strong nylon rope, cotton working gloves, a lamp which can be plug-

ged into the car's cigarette lighter, pliers and a few other tools.

All of these articles are available from a good hardware store or automotive service center.

Once purchased, they should all be centrally located and easily accessible, ideally in the trunk.

This basic survival kit can make your next journey less worrisome, knowing you're prepared to encounter an emergency situation.



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