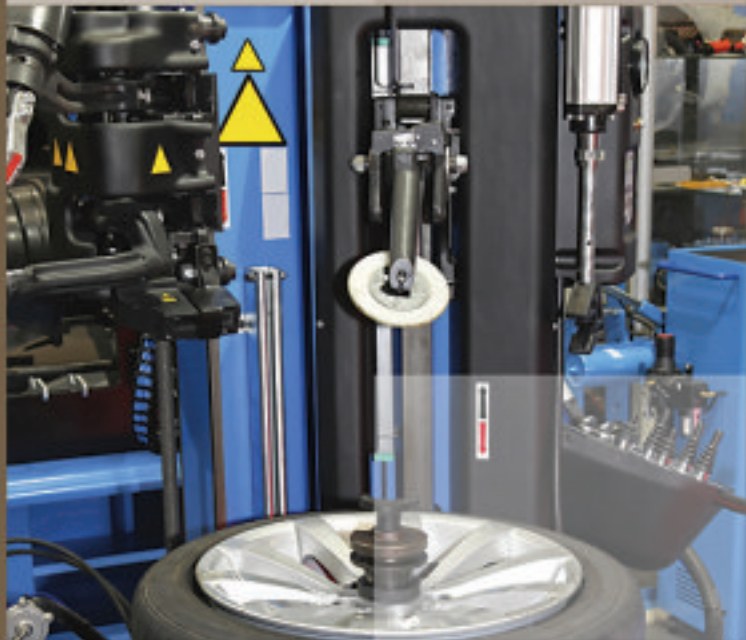


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# How drivers can enhance nighttime visibility

## Metro Creative

Many drivers are considerably less comfortable driving at night than during the day. Even though roads tend to be less congested when the sun goes down, reduced visibility at night can compromise the safety of drivers and their passengers. Statistics indicate that drivers' fears of driving at night are not unwarranted.

According to the National Safety Council®, traffic death rates are three times greater at night than during the day, and the anxiety many drivers feel when behind the wheel at night no doubt contributes to nighttime driving fatalities. But drivers who take steps to enhance their nighttime visibility may feel more comfortable driving at night,

making the roads safer for themselves, their passengers and their fellow motorists.

- Turn your headlights on earlier. Daytime running lights can make it easier for drivers to be seen during the day, but they are not designed for nighttime driving. If you find yourself struggling to see as evening transitions into nighttime, turn your headlights on earlier or use your car's automatic switch setting if it has one.

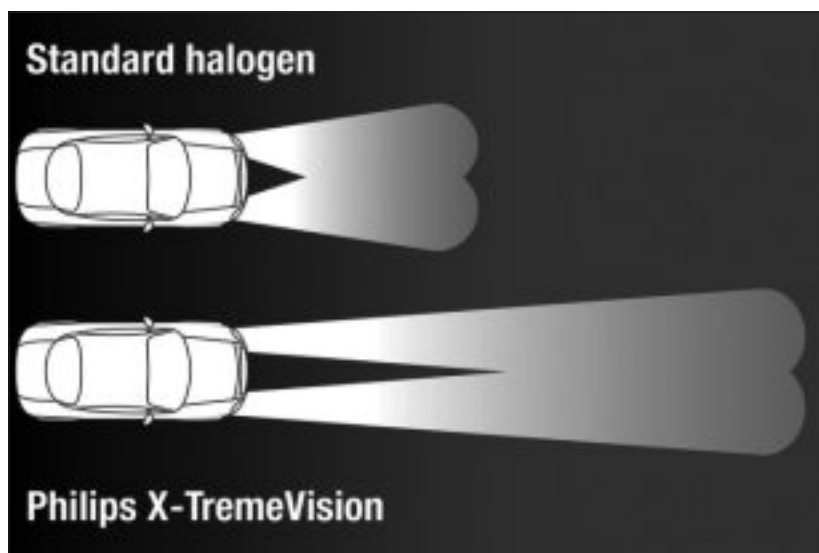
- Prioritize headlight maintenance. Headlight maintenance is often overlooked, but properly maintained headlights can go a long way toward improving driver visibility at night. Check your headlight bulbs. If they are more than three years old or dimming, it would be a

good idea to replace them to ensure the best performance. Headlamp clouding is also an issue. Plastic headlamp lenses, which are common on most vehicles, grow hazed and yellowed over time from the effects of sunlight, ozone, road pollution, and wash chemicals. While many motorists accept this as inevitable wear and tear, clouding reduces headlight output and compromises nighttime visibility. Designed to restore plastic lenses in less than 30 minutes, the Philips Headlight Restoration Kit quickly and effectively combats clouding on headlights as well as taillights, turn signals and reflective lens covers, improving driver visibility while also making cars more visible to other drivers. In addition, the Philips Headlight Restoration Kit employs a protective UV coating that produces longer lens clarity while preventing future clouding for up to two years.

- Take steps to fight fatigue. The National Highway Traffic Safety Administration estimates that driver fatigue contributes to 100,000 reported traffic accidents each year. Drowsiness is a concern for any motorist driving at night for long periods of time, as heavy eyes can make drivers less alert and less

likely to see fellow motorists, pedestrians or animals. When driving at night for long periods of time, take periodic breaks so you can get out of the car and revive yourself with a quick walk and some fresh air. In addition, avoid smoking while driving, as the NSC notes that the nicotine and carbon monoxide from tobacco smoke can further compromise nighttime vision.

- Upgrade your headlights. According to a recent study from the automotive club AAA, the halogen headlights found in more than 80 percent of vehicles on the road today fail to safely illuminate unlit roadways, even when vehicles are moving at speeds as low as 40 miles per hour. The solution for this problem is simple: Put more light on the road. There is new bulb technology available to help you do just that. Philips Upgrade Headlight Bulbs can deliver up to 100 percent more light on the road than standard halogen bulbs. They also create a better beam pattern for the drive, greatly improving nighttime visibility. More information is available at [www.philips.com/automotive](http://www.philips.com/automotive).



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## Connected cars potentially vulnerable

### Metro Creative

Recent incidents of vehicles being hacked have shed light on the potential vulnerability of connected cars. Hackers have been able to gain access to critical vehicle functions, even while the car or truck is on the road.

The vulnerability of connected cars, which are vehicles equipped with Internet access and often a wireless local area network, is a cause for concern among manufacturers and drivers. Drivers and passengers in connected cars can connect to Web-based services and share Internet access with other devices both inside and

outside of the vehicle, but at what cost to their safety and security?

Connected cars were designed to provide various helpful functions, such as roadside assistance and voice commands. According to a recent study by KPMG, the average new car contains 40 to 50 computers that run 20 million lines of software code, which is more than a Boeing 787.

The shortcomings in connected car security were revealed when researchers at two West Coast universities seized control of a General Motors car through cellular and Bluetooth connections in 2010. Potential criminals

now may not even have to be close to a car to do damage or invade privacy. A malicious person with Internet access may be able to hack into a vehicle's computer system and make a vehicle accelerate or suddenly stop regardless of where the hacker is. In fact, earlier this year, overseas hackers used a laptop to commandeer a Jeep via the Internet.

Auto manufacturers have begun to address security issues in connected cars and provide greater protection against hackers. Many are now isolating entertainment features from critical functions like braking and

steering. Security experts have advised the auto industry to build computer systems that recognize rogue commands and outside influence. Despite changes, it may not be possible to

prevent all cyber attacks. Drivers also may want to take steps to avoid hacking, which boils down to driving a simpler car without all of the bells and whistles.



# How drivers can reduce fuel emissions

## Metro Creative

According to the United States Environmental Protection Agency, many cities across the country can claim automobiles as their single greatest contributor to pollution. While emissions from individual cars are somewhat low, emissions from millions of vehicles can add up to a substantial amount of pollution, and it takes residents working collectively to reduce those emissions and improve their local air quality. Hydrocarbons are among the many exhaust pollutants that find their way into the air. When fuel molecules in a vehicle's engine do not burn or burn only partially, the resulting hydrocarbon emissions

can contribute to ground-level ozone, which can irritate the eyes, damage the lungs and aggravate existing respiratory problems. Carbon dioxide is another exhaust pollutant that can affect air quality and human health.

Reducing fuel emissions is an effective way for drivers to improve air quality and preserve their own health, and the following are a few simple steps motorists can take to do just that.

- Rearrange your work habits. Technology has changed how many businesses approach the traditional office environment, and men and women who are looking to reduce fuel emissions and cut costs may

want to approach their bosses about rearranging their work habits. Telecommuting to work, even if you only do so for one or two days per week, can drastically reduce your fuel emissions over the course of a year. In lieu of meeting with clients or colleagues in person, which often requires travel, suggest teleconferences or video conferences so your fuel consumption and exhaust emissions are reduced.

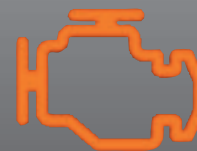
- Maintain your vehicle. Another way to cut back on fuel emissions is to adhere to your vehicle's maintenance schedule and have any issues addressed immediately. A poorly maintained vehicle will force the engine to work harder, and

that in turn will burn more fuel. Many auto manufacturers now build vehicles that require less frequent maintenance. For example, whereas oil changes were once required every 3,000 miles, many newer vehicles can now last twice that long before they need oil changes. That makes maintaining a vehicle easier than ever before.

- Maintain a safe and steady speed. Rapid acceleration and frequent stops and starts make for very inefficient use of fuel, increasing both consumption and emissions. While city drivers may not be able to avoid frequent stops and starts, they can avoid rapid acceleration between those stops and starts. Drivers who do the bulk of their driving on highways should maintain safe speeds, as driving too fast is another way to waste fuel and increase emissions.

- Embrace public transportation. Many drivers never consider public transportation, but mass transit is a great way to save money, reduce fuel consumption and emissions and protect your automotive investment. Over a typical year, the cost of mass transportation will likely pale in comparison to the amount of money you spend on fuel, and your car will last a lot longer if you opt for public transportation and avoid rush hour traffic each day.





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