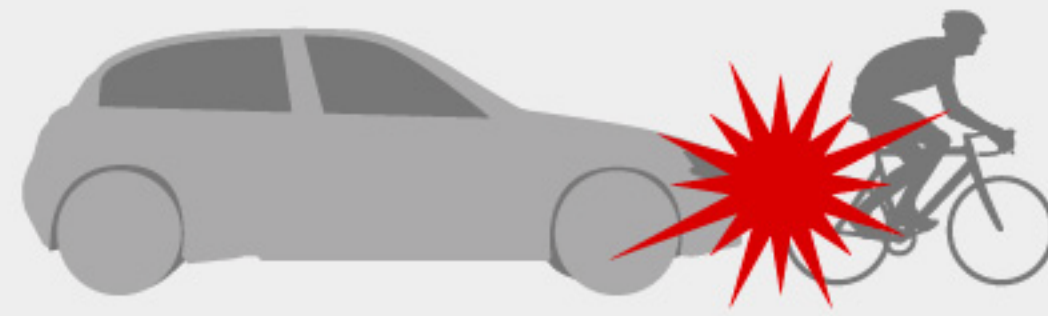


VISIBILITY IS A CYCLIST'S BEST DEFENSE BY DAY OR BY NIGHT



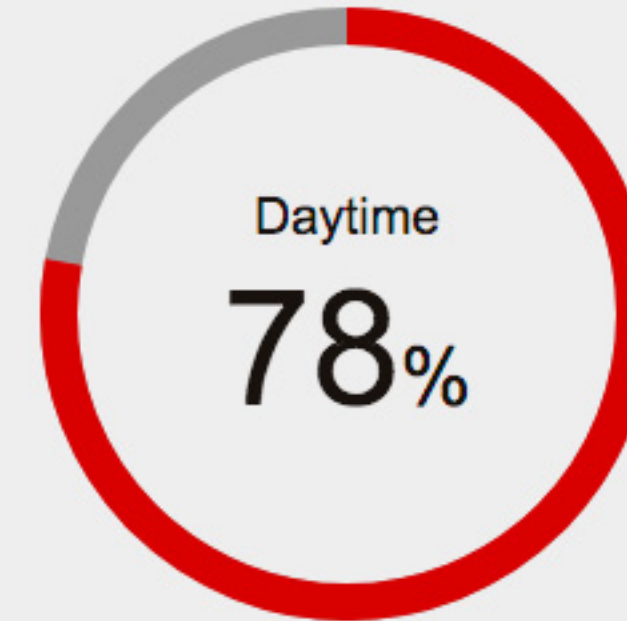
Motorists do not always notice cyclists during daytime.



Using lights even in the daytime boosts cyclist visibility.

LIGHTS ARE NOT JUST FOR USE AT NIGHT

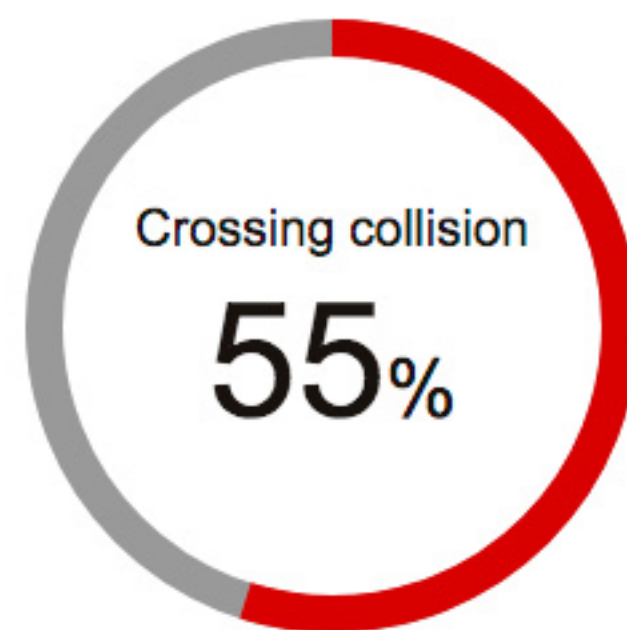
78% of all accidents involving fatalities and injuries occur in the daytime.



Rear-end collisions (while moving) involving cars (Party 1) and bicycles (Party 2)
Time of accident involving fatalities and injuries by time of day

SIDE VISIBILITY IS CRUCIAL

Crossing collisions are most frequent, but rear-end collisions and collisions when turning left are also common.



Rear-end collision (while moving)	8.7%
Collision while turning left	6.7%
Head-on collision	3.7%
Other	25.9%

Fatality rate for cyclists by type of accident (vehicle-to-vehicle accidents)



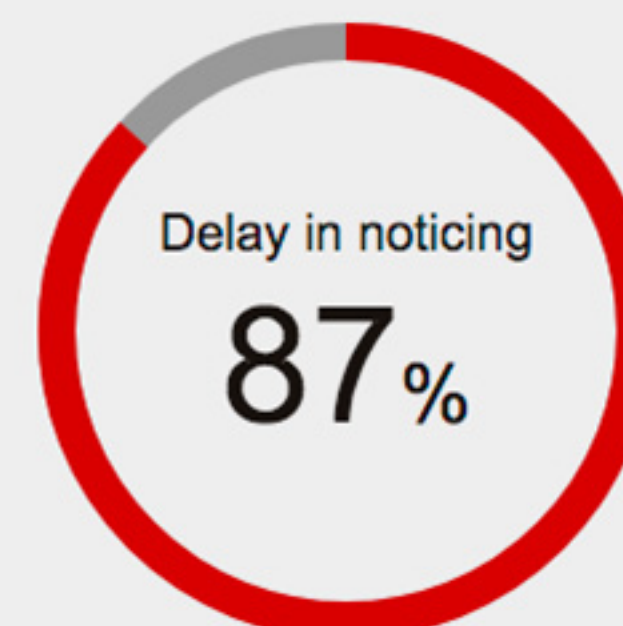
Serious collisions tend to happen at crossings.



Using multiple lights enables a cyclist to be seen from all angles.

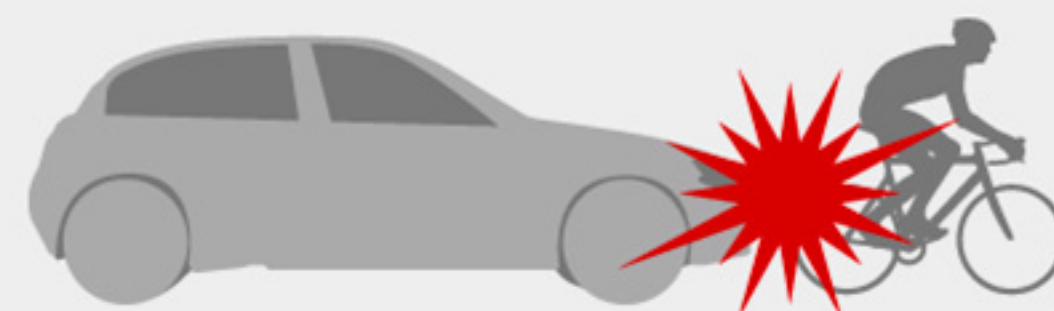
ENHANCE CYCLIST'S VISIBILITY IN TRAFFIC

87% of human-factor accidents are caused by a delay in noticing the cyclist.



Error in operation 1%
Error in judgment 12%

Rear-end collisions (while moving) involving cars (Party 1) and bicycles (Party 2)
Human factors in accidents for car drivers



Motorists are often delayed in noticing cyclists when they are riding without effective lighting.



Using lights ensures motorists can see them from a distance.