

**Lights?**



**Always on!**



**Nice to see you!  
Driving with running lights  
ensures your safety**

**The new generation of  
daytime running light bulbs from OSRAM**

SEE THE WORLD IN A NEW LIGHT

**OSRAM**



# See and be seen – driving with daytime running lights effectively protects you against accidents

According to the German Federal Statistical Office, 71.7 percent of all serious car accidents with bodily injury happened during daytime in 2001. This hazard can be noticeably reduced by the use of daytime running lights.

## **Pioneer Scandinavia**

The introduction of daytime running lights in Scandinavia in the 1970's showed that having the headlights on during the day reduces the number of accidents and helps to save lives. The number of multi-party accidents (2 or more cars involved) in oncoming traffic was reduced drastically. Europe-wide field tests have proved that 50 percent of all accidents and 80 percent of

all collisions at junctions, which happen during the day, happen because drivers either see each other too late or not at all.

Whether blinding oncoming lights, low sun, lack of daylight contrast or the shadow of a forest: in these situations you easily end up in the wrong lane when driving without light.

According to experts, the major problem during daytime is not to see but to be seen.

## **Studies have shown the positive effects of daytime running lights**

It is official now: By the use of daytime running lights alone as much as 25% of all deadly accidents and 35% of collisions of approaching vehicles can be



avoided. This is the result of a field test carried out by the Regional Road Safety Organisation of Lower Saxony\*. In hazardous places, posters instructed drivers to switch on their lights. The result was a significant decrease in accidents.

### Europe-wide introduction probable

In view of these definite results of all studies and the experience made in other EU countries, the EU consider obliging car manufacturers to install automatic daytime running lights in new cars. The first manufacturers have already announced plans to offer some of their models with automatic daytime running lights as a standard equipment.

### But what about older cars?

The simplest way to make a car safer during the day is to switch on the passing beam. The problem: the life of conventional bulbs is generally adapted to night use only. They would have to be replaced much more often when consistently used during daytime as well. This is why OSRAM has developed special daytime running light bulbs

which can be used day and night with improved durability: the LIGHT@DAY™ family. LIGHT@DAY™ light sources have the same replacement interval as the normal standard version – even when used permanently day and night. So do not wait

for a crash but play it safe: install OSRAM LIGHT@DAY™ bulbs as soon as possible – the easiest way to effectively prevent accidents!

\*Source: Regional Road Safety Organisation (Landesverkehrswacht) Lower Saxony, large-area field test Oct. '98 to Sept. '99, Germany



**Obvious:**  
**vehicles are far better noticed with LIGHT@DAY™.**

## The advantages are obvious:

- Significant decrease of accident hazards through better visibility (especially for oncoming vehicles and when turning off)
- Better visibility in a monotone landscape by increasing the contrast
- Your own vehicle can be noticed earlier and better by other road users, especially in difficult light conditions (low sun, blinding light) and with an alternation of light and shade (“tunnel effect” in forests and avenues)
- The distance of approaching vehicles can be estimated more accurately
- Vehicle movements can be clearly recognised
- Visual separation of moving and parking traffic

# At a glance: The LIGHT@DAY™ generation from OSRAM



TYPE  
*W5W*

PRODUCT REFERENCE  
*2825D*

NOMINAL VOLTAGE  
*12V*  
*5W*

TEST VOLTAGE  
*13,5V*

BASE  
*W2,1 X 9,5 d*

LAMP LIFE B3  
*700h*  
LAMP LIFE TC  
*1500h*

ECE TYPE NUMBER E1  
*2GL*

TYPE  
*T4W*

PRODUCT REFERENCE  
*3893D*

NOMINAL VOLTAGE  
*12V*  
*4W*

TEST VOLTAGE  
*13,5V*

BASE  
*BA9s*

LAMP LIFE B3  
*750h*  
LAMP LIFE TC  
*1500h*

ECE TYPE NUMBER E1  
*0007*

TYPE  
*P21/5W*

PRODUCT REFERENCE  
*7528D*

NOMINAL VOLTAGE  
*12V*  
*21/5W*

TEST VOLTAGE  
*13,5V*

BASE  
*BAY15d*

LAMP LIFE B3  
*300h/3000h*  
LAMP LIFE TC  
*800h/6000h*

ECE TYPE NUMBER E1  
*00218*

TYPE  
*H6W*

PRODUCT REFERENCE  
*64132D*

NOMINAL VOLTAGE  
*12V*  
*6W*

TEST VOLTAGE  
*13,5V*

BASE  
*BAX9s*

LAMP LIFE B3  
*600h*  
LAMP LIFE TC  
*1000h*

ECE TYPE NUMBER E1  
*2EV*

TYPE  
*H4*

PRODUCT REFERENCE  
*64193D*

NOMINAL VOLTAGE  
*12V*  
*60/55W*

TEST VOLTAGE  
*13,2V*

BASE  
*P43t*

LAMP LIFE B3  
*300h/1200h*  
LAMP LIFE TC  
*500h/3000h*

ECE TYPE NUMBER E1  
*00801*

OSRAM offer the new LIGHT@DAY™ models for all



## The LIGHT@DAY™ bulb family: For all lamps on the vehicle

When driving with the lights on at daytime not only the front passing beam but also all other lamps on the vehicle outside will be turned on (tail-lights, number-plate lights etc). For this reason, auxiliary lamps with the same extended life have been developed for LIGHT@DAY™ besides headlamp bulbs.

When using LIGHT@DAY™ headlamp bulbs the use of LIGHT@DAY™ auxiliary bulbs is always recommended, too.

They make your car safer all around and avoid additional expenditure – also and especially for the small lamps.



TYPE <i>H7</i>	TYPE <i>H1</i>	TYPE <i>R5W</i>	TYPE <i>R10W</i>	TYPE <i>C5W</i>
PRODUCT REFERENCE <i>64210D</i>	PRODUCT REFERENCE <i>64150D</i>	PRODUCT REFERENCE <i>5007D</i>	PRODUCT REFERENCE <i>5008D</i>	PRODUCT REFERENCE <i>6418D</i>
NOMINAL VOLTAGE <i>12V</i> <i>55W</i>	NOMINAL VOLTAGE <i>12V</i> <i>55W</i>	NOMINAL VOLTAGE <i>12V</i> <i>5W</i>	NOMINAL VOLTAGE <i>12V</i> <i>10W</i>	NOMINAL VOLTAGE <i>12V</i> <i>5W</i>
TEST VOLTAGE <i>13,2V</i>	TEST VOLTAGE <i>13,2V</i>	TEST VOLTAGE <i>13,5V</i>	TEST VOLTAGE <i>13,5V</i>	TEST VOLTAGE <i>13,5V</i>
BASE <i>PX26d</i>	BASE <i>P14,5s</i>	BASE <i>BA15s</i>	BASE <i>BA15s</i>	BASE <i>SV8,5-8</i>
LAMP LIFE B3 <i>450h</i> LAMP LIFE TC <i>930h</i>	LAMP LIFE B3 <i>1200h</i> LAMP LIFE TC <i>2000h</i>	LAMP LIFE B3 <i>600h</i> LAMP LIFE TC <i>1200h</i>	LAMP LIFE B3 <i>600h</i> LAMP LIFE TC <i>1200h</i>	LAMP LIFE B3 <i>1500h</i> LAMP LIFE TC <i>4000h</i>
ECE TYPE NUMBER E1 <i>23G</i>	ECE TYPE NUMBER E1 <i>24N</i>	ECE TYPE NUMBER E1 <i>00207</i>	ECE TYPE NUMBER E1 <i>00211</i>	ECE TYPE NUMBER E1 <i>0010</i>

**commonly used headlamp and auxiliary bulbs.**

# For the sake of safety – frequently asked questions concerning daytime running lights

## **Why should I use LIGHT@DAY™ bulbs?**

Driving with lights during the day significantly decreases the risk of accidents. The statement „I have seen the other one too late“ is the reason given most often for accidents. When you drive with LIGHT@DAY™ bulbs, you will be far better noticed. Several European studies and field tests have meanwhile proved this correlation.

## **Do LIGHT@DAY™ bulbs have to be changed more often?**

No, they don't. As a result of their special technology, LIGHT@DAY™ bulbs have a longer useful life as conventional bulbs. In other words: although LIGHT@DAY™ bulbs are used day and night, they ensure the same replacement intervals you are used to with your current standard bulbs.

## **Is driving with lights during the day more expensive?**

A slightly higher fuel consumption has been noted (max 1%) which, however, can easily be balanced by a conscious driving style. Even air conditioning consumes twice the amount of fuel LIGHT@DAY™ bulbs do.

Moreover, LIGHT@DAY™ bulbs are slightly more expensive in purchase than other bulbs. But the investment pays as a small damage to the car body can easily cost more than 50 up to 100 LIGHT@DAY™ bulbs – not to mention physical damage.

## **Doesn't the broad use of daytime running lights lead to an increased risk for motorcyclists and cyclists?**

A legitimate question as in many countries the use of daytime running lights was so far limited to motorcyclists. You might think that they might not be noticed as well if daytime running lights were used by all vehicles. Tests have shown, however, that daytime running lights on cars do not compromise the visibility of motorcyclists. The result: everyone can be seen better and no one is seen worse than before!



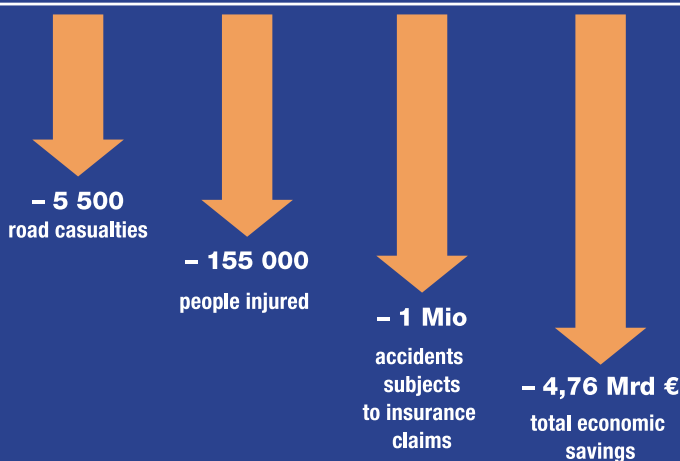
# Increasing acceptance of daytime running light bulbs

With the new LIGHT@DAY™ bulbs OSRAM extended their offer by a bulb type, which many drivers are not yet familiar with. One of the most famous German market research institutes, the "Gesellschaft fuer Konsumforschung" (GfK) in Nuremberg, was therefore asked to carry out a representative survey of what German drivers think of daytime running lights: the results were overwhelmingly positive! 50 percent of all respondents said "yes" to laws prescribing the use of daytime running lights. 70 percent believe daytime running lights with the same service life as conventional bulbs to be good or even very good. Up to 30 percent of all respondents would buy LIGHT@DAY™ bulbs even if they had to pay more per bulb than for a conventional one!



**Dipl.-Ing. Christian Amsel,**  
**head of the electronics**  
**department at the Institute**  
**for Automotive Engineering,**  
**Aachen University,**  
**Germany:**  
*„Driving with your lights on during the day improves the visibility of cars in traffic and helps to reduce the number and seriousness of accidents. Daytime running light bulbs like LIGHT@DAY™ are perfectly suited for that purpose.“*

The consequent use of daytime running lights would have the following effect on the traffic in the EU\*:



estimated values

Spoilt for choice? One tip for you.

The following simple rule should apply for the decision either for or against daytime running lights:

**Drivers using their car mainly at daytime are best off with LIGHT@DAY™.**

Who often drives in darkness or at night is perfectly served with the OSRAM high performance lamps SUPER +30% or SILVERSTAR® + 50%.

\*source: „The safety aspects of daytime running lights“, meta study (R97-37) by SWOV, Institute for Road Safety Research, Netherlands, for the European Commission

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