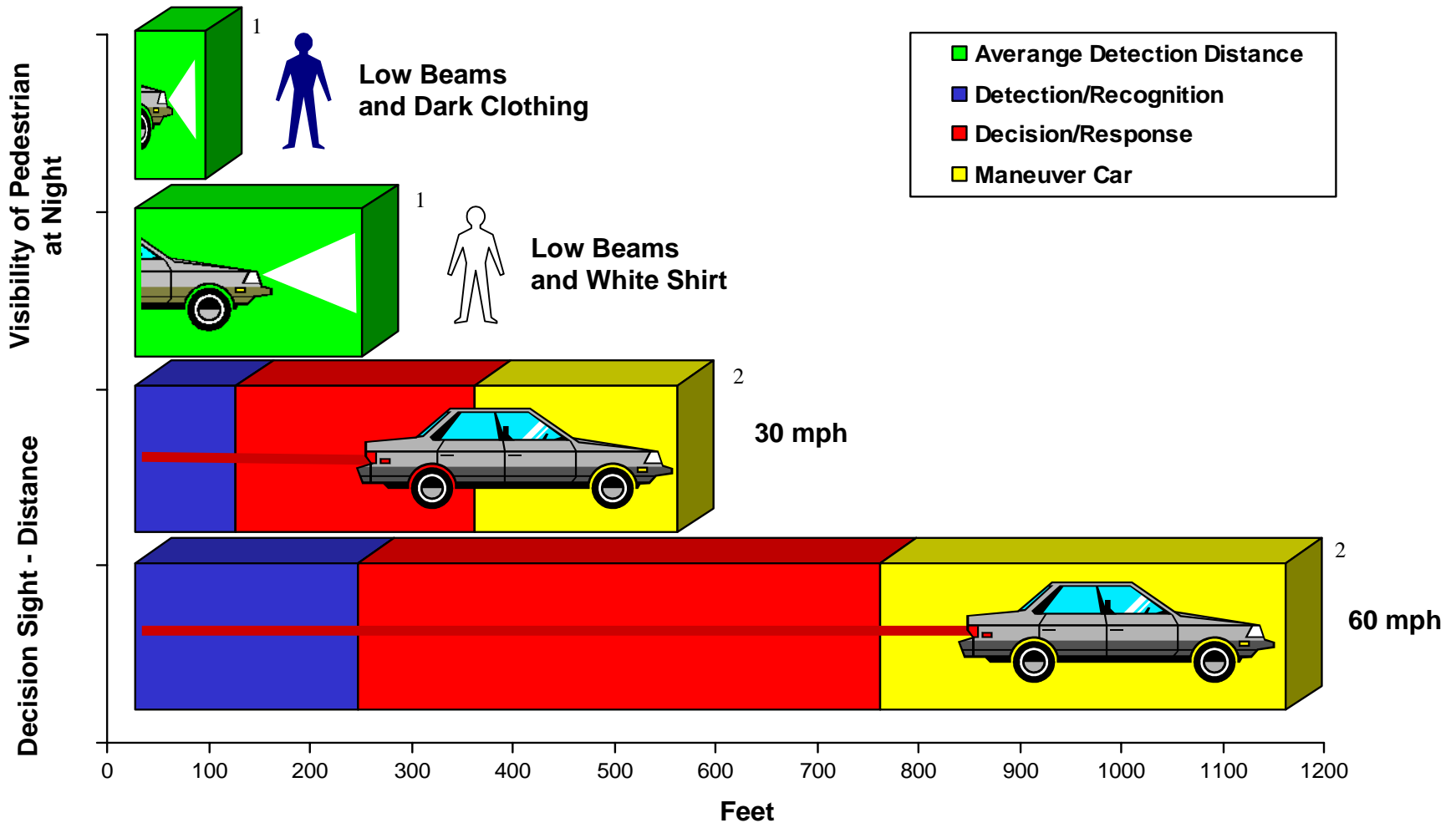


You only have a few seconds



The importance of nighttime visibility is evident in the time it takes drivers to identify and respond to a pedestrian. Drivers moving at just 30 miles per hour could travel a distance of over 500 feet before they were able to properly maneuver their cars in response to an obstacle, yet a pedestrian wearing a white shirt isn't visible to drivers until they are within well under 300 feet of the car. 3M presents a solution - 3M™ Scotchlite™ Reflective Material offers pedestrian's enhanced visibility and the peace of mind that they're more likely to be seen by passing motorists.

Reference

- ¹ R.D. Blomberg, A. Hale, and D.F. Preusser, “Experimental Evaluation of Alternative Conspicuity-Enhancement Techniques for Pedestrians and Bicyclists,” Journal of Safety Research, Volume 17, pp. 1-12, 1986.

- ² “Decision Sight Distance for Highway Design and Traffic Control Requirements,” Report number FHWA-RD-78-78.

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