NEW FIA GOLDEN RULE FOR ROAD SAFETY

CHECK YOUR VISION REGULARLY

PROTECT YOUR EYES FROM GLARE

WEAR YOUR GLASSES ON THE ROAD

ROAD SAFETY STARTS WITH GOOD VISION

BUCKLE UP

DON'T TEXT AND DRIVE

CHECK YOUR TYRES

NEVER DRINK AND DRIVE

CHECK YOUR VISION

STAY BRIGHT

ALWAYS PAY ATTENTION

STOP WHEN YOU'RE TIRED

WEAR A HELMET

GOOD VISION ON THE ROAD

ESSILOR HAS PARTNERED WITH THE FEDERATION INTERNATIONALE DE L’AUTOMOBILE (FIA) TO INCREASE AWARENESS AND HIGHLIGHT THE IMPORTANCE OF GOOD VISION FOR ROAD SAFETY.
**POOR VISION, RISK OF COLLISION**

World Health Organisation declares poor eyesight among the main risk factors for road crashes\(^{(1)}\).

An avoidable cause of accidents:

80\% of all vision impairments can be prevented or cured\(^{(2)}\).

1 in 5 drivers can’t see the road clearly due to uncorrected poor vision\(^{(3)}\).

Regulations on visual needs to obtain and renew a driving license differ among countries\(^{(4)}\).

**GOOD VISION TO IMPROVE REACTION TIME**

Vision is the most important sense to make decisions on the road.

Poor vision can notably slow down your reaction time\(^{(5)}\).

\[ 50 + \frac{1}{2} = \frac{1}{3} \]

Protect your eyes from glare on sunny days and at night

Check your vision regularly and wear your glasses on the road

Glare, during the day or night, is the most complained about visual discomfort\(^{(6)}\) by drivers and slows both detection\(^{(7)}\) and reaction time\(^{(8)}\).

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\( (1) \) Source: 2006, World Health Organization Training Manual: Road Traffic Injury Prevention

\( (5) \) Source: 2013, Essilor R&D internal calculations for Taxi Drivers Study. Calculations done taking into account only the visual performances of the driver. For a road panel positioned on a straight road at a height of 4m, if a person with 1.0 visual acuity (capable to discern 2 points seen under an angle of 1 minute-arc) see a detail on a road panel at 100 mts, a person with 0.5 visual acuity (capable to discern 2 points seen under an angle of 2 minutes-arc) will see the same detail at 50 mts.

\( (6) \) Source: 2017, Harris interactive Driving study for Essilor, 4500 persons, US-Germany-China, statements evaluation.

\( (7) \) Source: 2014, Clark, J.W., NightTime Driving Evaluation of the effects of disability and discomfort glare from various headlamp designs under low and high light adaptation levels.