
Drivers Against Daytime Running Lights – UK

Mr. Phil Cazaly Marketing Director
Jaguar Cars Ltd
Browns Lane
Coventry
West Midlands
CV59DR

25th October 2003

Dear Mr. Cazaly,

Daytime Running Lights (DRL)

We thank you for your previous reassurances regarding Jaguar's no DRL policy, but it was disappointing to note that the X type advertising featured DRL.

Please may I lodge with you a copy of the 95 page research document by Perlot and Prower 2003 (also available from www.lightsout.org) which proves that previous research used to claim DRL have a benefit uses flawed data. I list an extract from the conclusion:

Review of the evidence for motorcycle and motorcar daytime lights

In conclusion, the formal evidence of the monitoring studies of the effect of both motorcycle and motorcar daytime lights fails to establish satisfactorily that daytime lights have had any overall effect to reduce accidents. The methods that the studies have employed are inherently flawed: the odds-ratio method is not specific to the effect of daytime lights, and the fleet study method is incapable of distinguishing between the immediate novelty effect of daytime lights, and their enduring true effect. The prima facie arguments in favour of motorcar daytime lights in turn fail to rescue the studies. On the positive side of the balance, the effect of daytime lights to reduce accidents is likely to be trivial. On the negative side there are important potential adverse side-effects.

As you may know the year on year decline in UK road accidents has stopped (please see www.safespeed.org.uk), in particular accidents to pedestrians, cyclists and motorcyclists are increasing. The City of London has reported a particularly sharp increase in accidents to these groups. Nationally, this is due to the government's misguided policy of persecuting rather than educating drivers and improving the road network.

We believe a contributory factor is the increase in DRL usage which affects the hazard perception abilities of other drivers and that DRL are promoted by certain irresponsible manufacturers as a marketing gimmick.

We have drawn their Chief Executive's attention to the risk personal liability if an accident attributable to headlight glare occurs (ref: letters posted on our website www.dadrl.org.uk)

May we offer our thanks and hope that attached report Perlot and Prower 2003 is of some assistance to you formulating a policy of not using DRL.

Yours faithfully,

Roy Milnes UK Co-ordinator DADRL Drivers Against Daytime Running Lights
www.dadrl.org.uk
www.lightsout.org