



**The Association of Drivers against  
Daytime Running Lights**  
[www.dadrl.org.uk](http://www.dadrl.org.uk)

**Martin Goetzeler CEO and President  
Osram GMBH  
Hellabrunner Strasse 1  
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Germany**

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**20 October 2005**

**Dear Mr. Goetzeler,**

**Daytime Running Lights (DRL)**

Please may we refer you to a letter sent on 29 March 2005 to your predecessor Jürgen Radomski (copy attached) to which we would appreciate a reply regarding the dangers your Light@day product causes to the environment and to vulnerable road users.

Since writing in March, you will see that there is now united opposition to DRL from UK and EU pedestrians, rambblers, cyclists, motorcyclists and certain drivers. The EU reports that you cite have been proven to use incorrect methodology (see [www.dadrl.org](http://www.dadrl.org) DRL Studies). The EU vice president Jaques Barrot and his Head of Road Safety cannot produce any real world data to substantiate their flawed reports. Also Andris Piebalgs the EU Energy Commissioner, has no answer about the world wide energy waste and environmental pollution.

We have no wish to refer Osram to the Advertising Standards Association or the press for making incorrect claims regarding the Light@day product, but we do hope that you will make amends by withdrawing this dangerous product from sale.

We look forward to your response.

Yours sincerely,

**Roy Milnes Campaign Co-ordinator DaDRL  
for and on behalf of:**

*The Association of Drivers against Daytime Running Lights*

*The British Motorcyclists Federation*

*The Motorcycle Action Group*

*The Federation of European Motorcyclists Associations*

*Living Streets – The UK Pedestrians Association*

*Federation of European Pedestrians Associations*

*European Cyclists' Federation*

*The Royal Society for the Prevention of Cruelty to Animals*

*The Ramblers Association*



## Press information

29. 04. 2005

### Meeting of the supervisory board of Osram GmbH:

#### **Martin Goetzeler voted new Osram CEO**

At its meeting today, the supervisory board of Osram GmbH, one of the world's two leading lighting manufacturers, resolved the following personnel changes as of 1 May 2005:

- Martin Goetzeler, hitherto chief financial officer of the North American Osram Sylvania, will be the new CEO & President of Osram.
- Kurt Gerl, hitherto head of General Lighting for Europe, Asia, Australia, Latin America and Africa, will be the new Executive vice president sales. The Osram management will thus be composed as follows in future: Martin Goetzeler (CEO & President of Osram), Kurt Gerl (Executive vice president sales), Joerg Schaefer (Executive vice president production and engineering), Thomas Seeberg (Executive vice president finance and human resources).
- Wolf-Dieter Bopst, hitherto CEO & president of Osram, will transfer to the supervisory board.
- Rudi Lamprecht (member of the managing board of Siemens AG) will be the new chairman of the supervisory board, taking over from Jürgen Radomski.

#### **Company profile**

Osram is one of the two largest lighting manufacturers in the world. Sales for the Osram group of companies worldwide in the year ending September 30, 2004 totalled 4.2 billion euros. Osram has developed from a classic light bulb manufacturer into a high-tech company in the lighting industry. Around 40 percent of sales comes from innovative products. This global player employs more than 39,000 people worldwide, supplies customers in some 140 countries and has 53 production facilities in 19 countries.

#### **Contact for the press:**

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## The Association of Drivers Against Daytime Running Lights – UK

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Jürgen Radomski Chairman  
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29 March 2005

Dear Mr. Radomski,

### Daytime Running Lights (DRL)

Your company may not be aware of the growing opposition to Daytime Running Lights from motorists, motorcyclists, bi-cyclists and pedestrians across the world on safety and environmental grounds.

Please may we refer to the Osram brochure "Nice to See you! Driving with running lights ensures your safety". There are several areas of inaccuracy and false claims which we wish to draw your attention:

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

The Koornstra et al SWOV 1997 report you quote from has been shown to use inconsistent methodology, I attach a copy of or expert's report "How Koornstra et al 1997 'The safety effects of daytime running lights' only achieved consistent findings in favour of daytime running lights from their re-analysis of the Swedish and Norwegian data by the adoption of an inconsistent methodology"  
The latest 2004 EU IR1, IR2, IR3 and IR4 Studies and Tessmer 2004 in the USA are heavily reliant upon past reports which use flawed methodology. Full details of these studies and critiques are published on our website [www.dadrl.org.uk](http://www.dadrl.org.uk) DRL Studies and Links page.

The Japanese Government have conducted real tests which indicate that DRL should be a non glaring energy efficient intensity 200cd (not the EU 800cd). We support this stance.

#### **"Europe wide introduction probable"**

The UK Government Department of Transport letter to DADRL 14 February 2003 states "It is accepted that the standard 55W headlamp is not the ideal DRL solution for reasons of power consumption and beam pattern".

#### **"But what about older cars?"**

Recommending dimmer light at day lamps could affect a driver's safety at night time – you should state the percentage reduction in light output and point out the risks to a driver.

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

We agree with your assessment of a fuel consumption increase of 1%. We calculate it at around 970 watts of primary fuel energy per vehicle. Whilst you suggest a driver should drive more economically is this really going to happen in practice? Because of escalating fuel costs most drivers try to drive efficiently already.

Using daytime running lights in good daylight means a vehicle is causing unnecessary environmental pollution. Two 55 watt headlights plus 4 off 10 watt parking lights plus amber side lights and instrument lights give an electrical load of around 170 watts. Alternator and drive belt losses have an efficiency of around 70% and conversion of chemical fuel energy via an internal combustion engine is around 25% efficient so 970 watts of fuel input is required. Small per vehicle, but at an average of 35 mph for 12,000 miles from 29.5 million UK vehicles 75% in daytime equates to 1.85 million tonnes of CO<sup>2</sup> into the UK's atmosphere. Estimates for CO<sup>2</sup> pollution caused by DRL in the USA are over 33 million tonnes.

Your staff in the UK may have seen the recent Carbon Trust TV adverts aimed at reducing the impact of climate change. Tom Delay Chief Executive stated the Carbon Trust helped to save between 0.9 and 1.8 million tonnes of CO<sup>2</sup> during 2003/04.

If Osram continue to promote tungsten halogen daytime running lights, this will negate all the good work of the Carbon Trust's efforts to reduce the impact of climate change in the UK.

Arresting the shift towards higher global temperatures is increasingly seen as a top economic and industrial priority. In Europe temperatures are forecast to rise by between 2°C and 6.3°C by 2010.

The German Institute for Economic Research (DIW) estimates that a 1°C increase in global temperature would lead to global damage of more than €1,500 billion per year by 2050.

Transport is a sector of industry which, because of the growth in car fleets, car travel, consumer preference for big cars and air travel, CO<sup>2</sup> emissions are set to grow.

Any company which contributes to this growth is irresponsible. The Chief Executive of any company which, by its design and marketing practices, contributes to the growth in such emissions is a public enemy.

The Association of Drivers Against Daytime Running Lights is astonished that, in this period of intense readjustment to cope with climate change and its consequences, a reputable company such as Osram could, with its eyes open, want to contribute to global economic destruction.

Sooner or later the irresponsibility of the company will be made clear in the Media and/or at an annual general meeting and the share price will fall accordingly. Osram is pursuing a policy that puts its shareholders, its staff and the global community all at risk.

DADRL will do all in its power to ensure that this message is widely understood at the European Commission, in the European Parliament and throughout the Union.

**“Doesn’t the broad use of daytime running lights lead to an increased risk for motorcyclists and cyclists?---The result: everyone can be seen and no one is seen worse than before.”**

The British Motorcyclists Federation, Motorcycle Action Group UK and Federation of European Motorcyclists actively oppose DRL. Maybe you are not aware that they collectively prevented EU automotive companies from adopting DRL in 2002. Details are on our website page [www.dadrl.org.uk](http://www.dadrl.org.uk) “The Bikers view”.

**“Motorists who drive mostly in daytime should use Light@day lamps but those who drive during night time should use Osram Super+30% output or Osram Silverstar+50% output lamps”**

Correctly, Osram focus upon providing good controlled light beams to enable a driver to quickly pick up images of pedestrians and cyclists more easily at night. During the wintertime, most motorists have to drive at night. But your Light@day lamps are dimmer than normal, so when a driver really needs the light to protect himself and vulnerable road users, you have taken it away making it more dangerous for everybody.

### **Pedestrians and Pedal Cyclists.**

The “Nice to see you” leaflet neglected to mention dangers to this important group of road users, but your website states: **“And what is more: it is especially the weak road users (such as pedestrians and users of two-wheeled vehicles) who are able to see dangers (cars) more quickly”**.

We accept that low intensity lights can help create an awareness of vehicles, but full power 55watt headlights are too glaring and disorienting. The examples on your web site only show one vehicle at a time. In reality, multiple vehicles in an urban environment create a sea of glare, inhibiting the ability to discriminate between vehicles perception of distances.

The Federation of European Pedestrian Organisations oppose DRL.  
Living Streets UK oppose DRL.  
The Pedestrians association of Switzerland oppose DRL.

We believe EU cyclist’s organisations oppose DRL

The UK government is concerned about rising accident rates to Pedestrians, Pedal Cyclists and motorcyclists. DRL mask these less conspicuous more vulnerable road users.

May I quote from one of our supporters:

**So do we have to equip school children with headlamps and car batteries in their satchels?**

Roger Harrobin

Environmental Correspondent BBC Radio 4

**To conclude**

We do accept that there is some benefit by vehicles using non glaring low intensity DRL based on 60,000 hour low energy Light Emitting Diodes with an intensity of less than 200 cd, but of course, using long life LEDs does not sell your company's replacement headlamp bulbs.

Motorists cocooned in airbag equipped padded metal boxes with integral safety cages and are considered to have adequate physical protection.

The best method of increasing road safety for all road users is to raise the standard of driver training and in particular the perception of hazards.

Very simply, if a driver cannot see another vehicle without it's headlights on in good daylight, then he should not be allowed a driving licence.

By advocating dangerous daytime running lights, you could be exposing yourself and your company to legal claims from less conspicuous more vulnerable road users.

Perhaps in view of the dangers and increased environmental pollution from your products, you may wish to reconsider the issue of your world wide publications and continued promotion of daytime running lights.

We urge you to realign your automotive lighting activities to contribute to reductions in fuel and energy consumption.

I apologise if this letter sounds a little terse, but it is a subject that we feel passionately about.

**Yours sincerely,**

**Roy Milnes UK Co-ordinator**  
[www.dadrl.org.uk](http://www.dadrl.org.uk)

The Association of Drivers Against Daytime Running Lights

**Antonio Perlot Secretary General**  
[www.fema.ridersrights.org](http://www.fema.ridersrights.org)

Federation of European Motorcyclists' Associations

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*Cyclists Associations*

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