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**Title:** **TRADITIONAL RED COLORS SAFETY****Accession Number:** 00607464**Record Type:** Component

**Availability:** National Highway Traffic Safety Administration  
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**Abstract:** It is noted that the color red, used for fire fighting equipment, is one of the least visible of vehicle colors. Optometrists note that, for its high visibility, lime yellow should be used by fire and rescue teams, as well as favored by trucks and car buyers. Lime yellow falls in the middle of the color spectrum between the wavelengths 510 and 570. At night, white is the most visible, but lime yellow stands out better against cloudy skies and snowy backdrops than does white. The color red is perceived as black at night. Also, people have particularly poor peripheral detection of red shades. These findings are supported by research. It is also pointed out that color is an underrated component of 'safety packages' that should also include sirens and flashing lights for fire and emergency vehicles. It is noted that the use of strobe lights should be monitored more carefully.

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