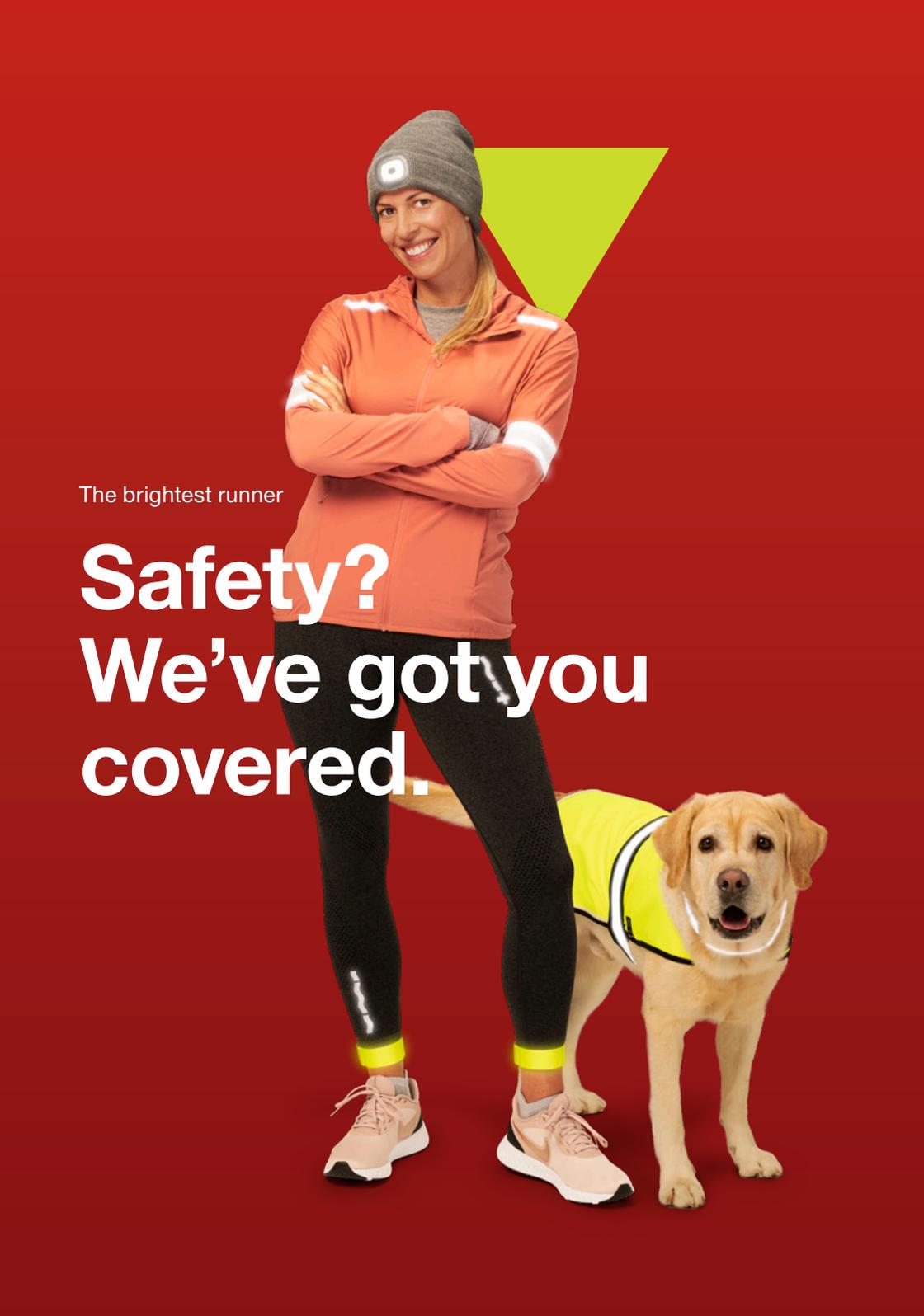


A group of seven people and a dog are posed against a solid red background. The group includes a woman in a pink jacket and grey beanie, a man in a blue jacket holding a skateboard, a woman in a blue jacket, a man in a white and black jacket with a helmet, a man in a white and black jacket, a woman in a blue jacket riding a bicycle, a man in a blue shirt sitting in a car seat, and a child in a bright green jacket riding a scooter. A dog is sitting in the foreground. The text 'The Brightest' is overlaid in large white letters.

# The Brightest

Visibly safe together –  
a Generali initiative.





The brightest runner

**Safety?**  
**We've got you**  
**covered.**

# When you're visible, you stay safe on the road.

As the days get shorter,  
the risk of an accident on the  
road increases. But even  
when visibility is low, you can  
protect yourself – by shining  
bright and standing out.

**Visibly safe together –  
a Generali initiative.**



▶ Follow our tips to  
be **visible and safe.**  
Whether you're out  
on foot, on your bike  
or on a scooter.



Find more information at [thebrightest.ch](http://thebrightest.ch)

## Nice and bright: with these tips, it's not hard to **get noticed.**

### 01 Luminous on arms and legs

Movement can be seen: putting reflectors on your arms and legs increases your visibility particularly well. This increases the detection distance by four to five times.

### 02 Light up when doing sports

Even when it's dark, people don't have to stop enjoying outdoor sports. There's a wide selection of bright sportswear with integrated reflectors and many additional accessories. Keep this in mind when you leave the house.

### 03 Help your child to shine

Decorating your jacket, helmet, bike or school backpack with reflective stickers is a lot of fun. It also increases your child's safety and visibility.

### 04 Four-legged friends can shine too

Do you have a dog? Protect them too! With a reflective or illuminated collar, vest and reflective lead, they're always easily spotted.

### 05 On your bike: more light means greater safety

The law says that bikes must have two stationary lights (white at the front, red at the back) and a reflector when it's dark. We also recommend brightly coloured clothing and reflectors on the body, helmet and spokes.



**Bright minds shine.**  
**When days are shorter it is even more important to be visible.**

## 06 Stand out even at dusk

Visibility isn't just important at night. In the dark, the risk of accidents is around twice as high as during the day. So think about how to make yourself stand out in the morning and late afternoon in the darker times of the year.

## 07 Clothing: brighter is better

When you're on the move in the dark wearing brightly coloured clothing, you can be seen from twice the distance than if you were wearing dark-coloured clothing. If you have reflectors on your arms and feet, you can be seen from at least four to five times the distance.

## 08 Adjust your speed

This applies in particular when you're in your car. But bikes and scooters should also be slow-paced in winter.

## 09 Avoid sudden changes of direction

Just crossing the road? Depending on the visibility and weather, a sudden manoeuvre can be very dangerous.

## 10 Keep your headlights clean

The cleaner your headlights are, the brighter they shine. It pays to have an obsession with cleaning in winter – for the sake of everyone's visibility and safety.



**bfu**  
**bpa**  
**upi**

With the professional support of the  
Swiss Council for Accident Prevention

# Visibly safe together – a Generali initiative.

As one of the leading Swiss insurance companies with over one million customers, your visibility and safety are important to us. With this initiative, we aim to help everyone to be visible and safe on the move.

You can find more tips  
and info at:  
[thebrightest.ch](https://thebrightest.ch)



**Tadesse Abraham**  
Swiss long-  
distance runner