



Did You Know?

Car Color Can Influence Accident Risk

When buying a car, most people pay more attention to engine specifications, safety features, and exterior design. However, did you know that car color also plays a role in driving safety? Vehicle color not only affects aesthetics but can also affect visibility on the road.

A study conducted by the Monash University Accident Research Centre (MUARC) in Australia found that car color is linked to accident risk. Therefore, choosing a vehicle color should not be based solely on personal preference but should also consider safety factors.



Car Colors with the Highest Risk of Accidents

Based on MUARC research, some car colors have a higher risk of accidents than others. The following are the colors with the highest risk of accidents:



Black (Accident Risk +12%)

Black cars have a 12% higher accident risk than other colors. Black has low contrast with the environment, especially at night or in low-light conditions.

Gray (Accident Risk +11%)

Gray cars have lower visibility because this color tends to blend in with the asphalt and the surrounding environment.

Silver (Accident Risk +10%)

Although popular, silver also has a fairly high accident risk because it does not stand out on the road, especially in cloudy or foggy weather.

Blue and Red (Accident Risk +7%)

Blue and red cars have a 7% higher accident risk compared to light colors. Although more noticeable than black or gray, these colors still have lower contrast than white or yellow.



The Safest Car Colors

If you want to choose a safer car color, it is best to choose a color with high contrast that is easier to see in various lighting conditions. Here are some car colors with a lower risk of accidents:

White (Accident Risk -12%)

White cars have a 12% lower risk of accidents than other colors. This color is easily visible in almost all lighting conditions, both day and night.

Yellow and Orange

Yellow and orange are also considered safer because they have high contrast with the surrounding environment, making them easier for other drivers to see.

Gold and Beige

Gold or beige cars also have high visibility on the road, especially during the day.

FACT

White cars are considered a safe choice with accident risk -12%

Why Car Color Can Affect Safety



Impact of Visibility

Bright colors are more easily recognizable on the road, especially in bad weather or low light conditions.



Contrast with the Background

Colors that blend in with the environment (such as black and gray) are more difficult for other drivers to detect.



Light Reflection

Light colors reflect more light, making them more visible from a distance than dark colors, which absorb light.

Other Safety Factors to Consider

Although car color can affect the risk of accidents, driving habits and car safety features remain the main factors in driving safety. Here are some things to consider besides color selection:



Car Safety Features

Ensure that the car is equipped with ABS brakes, airbags, parking sensors, and other driver assistance technologies to improve safety.



Good Driving Habits

- Always wear your seatbelt before driving.
- Obey traffic rules and speed limits.
- Avoid driving while drowsy or under the influence of alcohol.



Regular Car Maintenance

Perform routine servicing and check the condition of your car regularly, especially the brakes, lights, and tire pressure, to ensure optimal vehicle performance.

The choice of car color is not just a matter of aesthetics but also has an impact on driving safety. Colors such as black, gray, and silver have a higher risk of accidents, while white, yellow, and orange are considered safer because they are more visible on the road.

However, driving safety is not only determined by the color of the car. Vehicle safety features, driving habits, and routine maintenance remain key factors in reducing the risk of accidents. Therefore, always pay attention to safety aspects before driving to make your trip safer and more comfortable.

Hopefully, the information above can enhance your understanding of the relationship between vehicle color and accident rates. If you need further explanation regarding insurance products from MSIG Indonesia, please contact us at **(021) 252 3110** and we will be happy to help you.



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