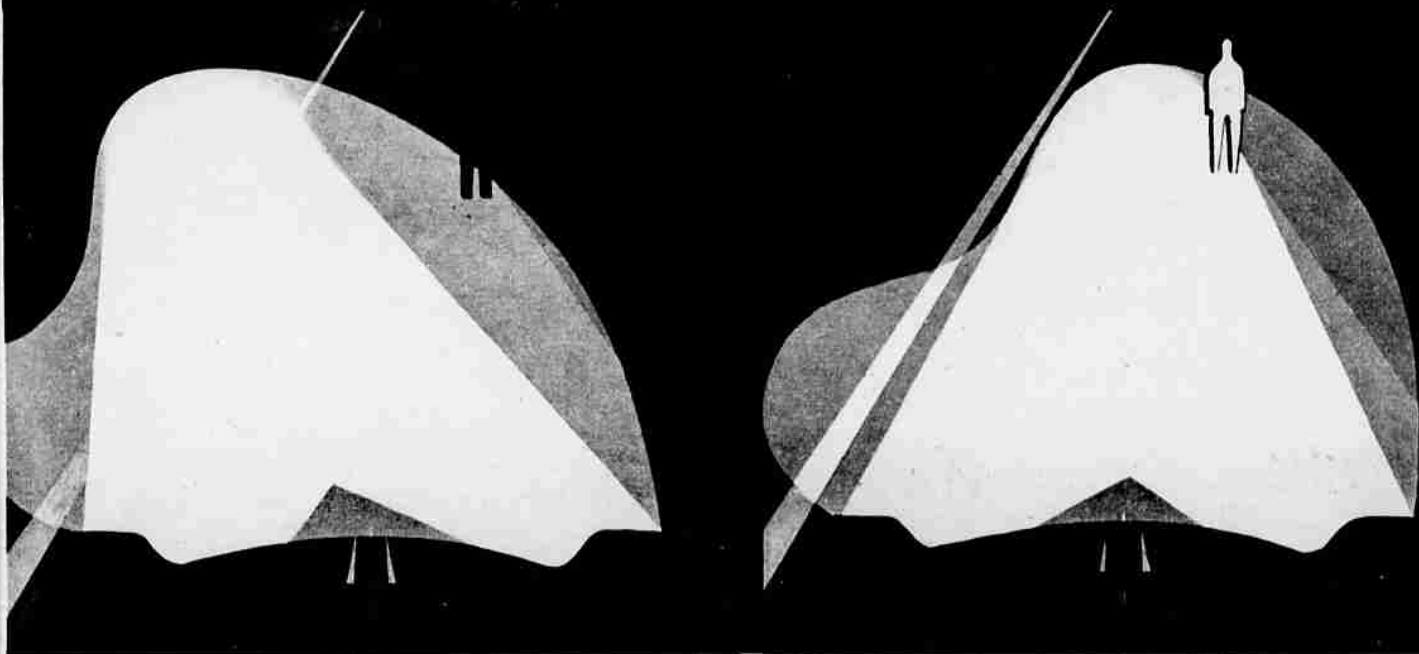


AIM TO LIVE

what you can't see can hurt you...



HAVE YOUR HEADLIGHTS AIMED NOW!

How to Tell Whether You Have Modern Headlights!



Look at the lens of your headlamps. If there are three aiming points moulded into the lens, you have modern headlamps that can be aimed quickly, accurately and give much more light. They're on all new cars. Replacements are available in both conventional and dual types.

Do you drive at night in a hit-or-miss fashion?

Chances are you do, if your headlights have not been aimed in the last six months. Improperly aimed headlights can rob you of as much as 80% of your available light, causing you to overdrive your lights even at legal speed limits.

You can't tell whether your lights need aiming just by looking at them. There's only one way to be absolutely sure of a full margin of safety. Have your headlights checked and aimed periodically. Stop at your General Motors dealer's or wherever you see the AIM TO LIVE sign. And if your headlights are three years old, replace them with the new, modern headlamps (with three aiming points on the lens). They will give you 15% more light in a far better pattern, and they can be aimed quickly and accurately.



Your Headlights can be Aimed Right at your General Motors Dealer or Wherever You See this Aim To Live Sign.

AIM
DIM
YOUR HEADLIGHTS TWICE A YEAR
THEM WHENEVER YOU MEET A CAR



General Motors