

The GoPure Automotive Clean Air System from Philips purifies air within a vehicle, creating a healthier environment for drivers and passengers alike.

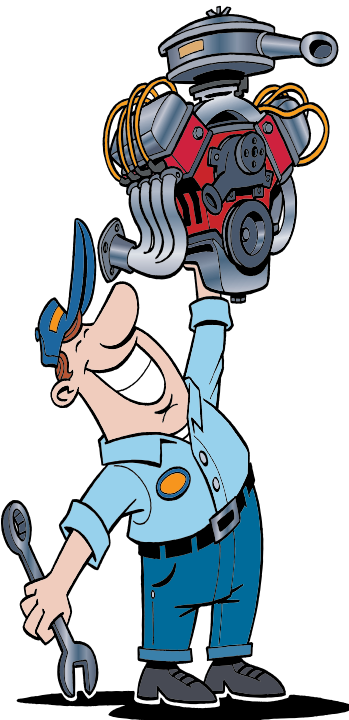
How To Maintain A Healthy Environment Inside Your Vehicle

(MS) — Over the last several years, homeowners have increasingly emphasized clean air in their homes. The growing popularity of home air purifiers suggests today's homeowners want to make certain the environment inside their home is as healthy as possible.

While protecting the environment in a home is important, it's equally as important for motorists to maintain a healthy environment in their vehicles. The average American spends roughly 10 to 15 hours per week inside a car, where dust, odors, smoke and other potentially sour smells can make riding in a car rather unpleasant. In addition, air pollution and allergens inside a vehicle can pose a significant health risk to drivers and their passengers. Fortunately, there are several steps drivers can take to maintain a healthy environment inside their vehicle.

- Improve air quality. Perhaps the best way drivers can ensure their passengers have a healthy environment while traveling in a car is to improve the air quality within the vehicle. The GoPure Automotive Clean Air System from Philips quickly and effectively purifies the air inside a vehicle by eliminating harmful gases, dust, pollen, smoke, odors, and bacteria. Employing a 3-stage filtering process, the GoPure system, which can be easily placed beneath a seat, in the rear of the vehicle or on a seatback, captures big particles, such as human hair and pet hair, during the pre-filter stage before the HEPA filter removes these particles and pet dander. In the final stage, GoPure's advanced HESA filter removes harmful gases and even bad odors, such as those caused by smoke, ensuring the vehicle's interior is not only healthy, but also pleasant for drivers and passengers alike.
- Clean the vehicle's interior. Many automobile owners pay particular attention to the appearance of their vehicle's exterior. However, those same drivers don't spend nearly as much time, if any, tending to the vehicle's interior. But a neglected interior doesn't just fall victim to spills and dirt or other particles brought in from the outside. Over time, a neglected interior might begin to grow mildew, which is both unhealthy and unpleasant. In general, clean the vehicle's interior once a month to prevent mildew growth and the buildup of dirt and grime.

- Don't fall in love with the "new car smell." Few consumers can resist the famed "new car smell." Though enticing, the new car smell is actually an out-gassing of toxic chemicals from newly formed plastics, and the chemicals in these gases have been linked to birth defects, impaired learning, liver toxicity, premature births, and early puberty in laboratory animals. Though this doesn't mean consumers should avoid buying new cars, it should inspire consumers to address the new car smell immediately. GoPure's HESA filter can easily and effectively remove the harmful gases that stem from the new car smell, while continuously removing additional odors as the car ages.
 - Vacuum carpets, floor mats and between seats. Carpets and seating are another collection point for dirt and pollutants and need to be vacuumed thoroughly. Make sure to get the floor mats, the floor under the floor mats and all the way under the seats. Pound your seats with something large like a baseball bat to loosen and knock out all the dirt and soil that has settled into the creases and stitching.
 - Protect newer vehicles on hot days. Hot weather can take its toll on drivers, and it can also wreak havoc on their vehicle's interior. Heat from the sun can cause the vehicle's plastics, vinyl or leather parts to emit volatile organic compounds, or VOCs, which, according to the Environmental Protection Agency, can produce both short-term and long-term adverse health effects. Whenever possible, park in the shade or use a sun shade on the windshield. In addition, slightly opening the windows in spring and summer promotes air flow through the cabin, helping reduce the risk of VOC buildup inside the vehicle.
- More information about the GoPure Automotive Clean Air System from Philips is available at www.philipsgopure.com or 800-257-6054.



Highway Hypnosis Can Be Dangerous

Road trips are a popular get-away once the weather warms up. People take to the roads in droves, whether for vacations or simply to enjoy the scenery along the way. With more people on the highways, there could be a heightened risk of accidents for a number of reasons.

Though road rage, driving while intoxicated and other road dangers are well documented, many people do not know about something called highway hypnosis – which could be responsible for erratic driving on roadways.

Think about a time when you were behind the wheel of a car on a long stretch of road, such as an interstate. Perhaps you lost track of the exits you passed or wondered how you ended up in a particular location when you don't remember getting there. Maybe you actually fell asleep or drifted off of the road.



A long, monotonous trip could induce a condition called highway hypnosis.

According to the U.S. Department of Transportation's Federal Highway Administration, the main cause of roadway departure crashes is driver drowsiness and inattention. Driver fatigue is often caused by highway hypnosis.

Highway hypnosis, also known as "white line fever," occurs when someone has been driving a vehicle along a long stretch of roadway for an extended period of time. The monotony of a long drive can induce sleepiness or forgetfulness. It can lull the brain into a sort of trance, and the body is essentially operating on auto pilot while the mind is off somewhere else. Highway hypnosis is most common during the late-night hours when the time of day also plays a role in drowsiness.

The concept of highway hypnosis is nothing new. In fact, engineers who created the Indiana Toll Road in 1957 designed curves every two miles on average to allow for a variation in the road conditions. Many other roadways are built with rumble strips or other variations in the scenery to reduce the monotony of the road.

Highway hypnosis occurs more than people would like to believe. However, there are ways to help prevent highway hypnosis.

- Take frequent rests on a long trip to stretch your legs and get some fresh air.
- Try not to drive during the hours that

- you are normally sleeping.
- Bring a road trip partner along and make conversation.
 - Don't eat a big meal before beginning a long car ride.
 - Open the windows and get circulation going.
 - Keep your eyes moving between your mirrors and the road to improve conscious thought.
 - If you are still unable to fend off feelings of drowsiness or some of the other symptoms of hypnosis, pull over and take a long rest until you feel more capable to drive.

How To Use Global Positioning System (GPS) Effectively

Today's drivers rely heavily on GPS technology, or global positioning system devices. GPS has revolutionized the way people drive and use maps and directions.

While there are no hard statistics on the number of people who own GPS devices, thousands of people have either a GPS device that comes pre-equipped in a car that they purchased or a stand-alone device that was bought after the fact. These devices come pre-loaded with maps that work with satellites in space. The GPS receiver figures out the distance to each and uses this information to deduce



the location of the device in a process called trilateration. GPS devices have made paper maps obsolete for many people. While GPS devices can

be very convenient, especially on road trips, there are some tips to keep in mind.

- Place the GPS device where it won't obstruct your vision or

take your eyes off of the road for a good deal of time.

- Don't treat the GPS as if it is infallible. Even with map updates and other accessories, a GPS can still make mistakes. Use common sense, especially where it would seem the GPS is guiding you in the wrong way.
- Do not play with the controls while operating the car. If you need to adjust something on the GPS, do so only after pulling over to a safe area.
- Have a general idea where you are going so you'll know if the GPS is potentially guiding you in the wrong direction and can maneuver in advance.

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