



Bringing light to business

Three Facts of Light for building customer trust

Light is OSRAM

OSRAM

If it's not bright, it's not right

Shining a light on unseen dangers

When it comes to vehicle safety, most people tend to overlook one important aspect – their lamps. In fact, the majority of motorists only ever consider their lights when one breaks or burns out. But there's more to light than simply changing a bulb.

The reality is, lights grow dimmer over time, losing up to 30% brightness after 500 hours of use. Drivers underestimate the dangers associated with poor light. But considering that an estimated 1.3 million people are killed on the world's roads each year, the importance of headlight brightness becomes even more significant.¹

According to a 2019 road survey, light deficiency is a serious issue:¹

- Every second car showed lighting defects
- Every fifth car had a lamp failure on the way
- 70% of all accidents happen at night



Three Facts of Light

Driver safety is at the core of every OSRAM product. It's also the inspiration behind our campaign to educate the public on the dangers of light deficiency. Help your customers stay safer on the road at night, talk to them about the three Facts of Light:

1.

Check & Change

Be proactive - check & change customers' lamps before they burn out.

2.

Change in pairs

Be smart - change customers' lamps in pairs to ensure balanced light.

3.

Upgrade your customers' vision

Be innovative - upgrade customers' lamps to the latest technology.

¹ Source: Statista 2019

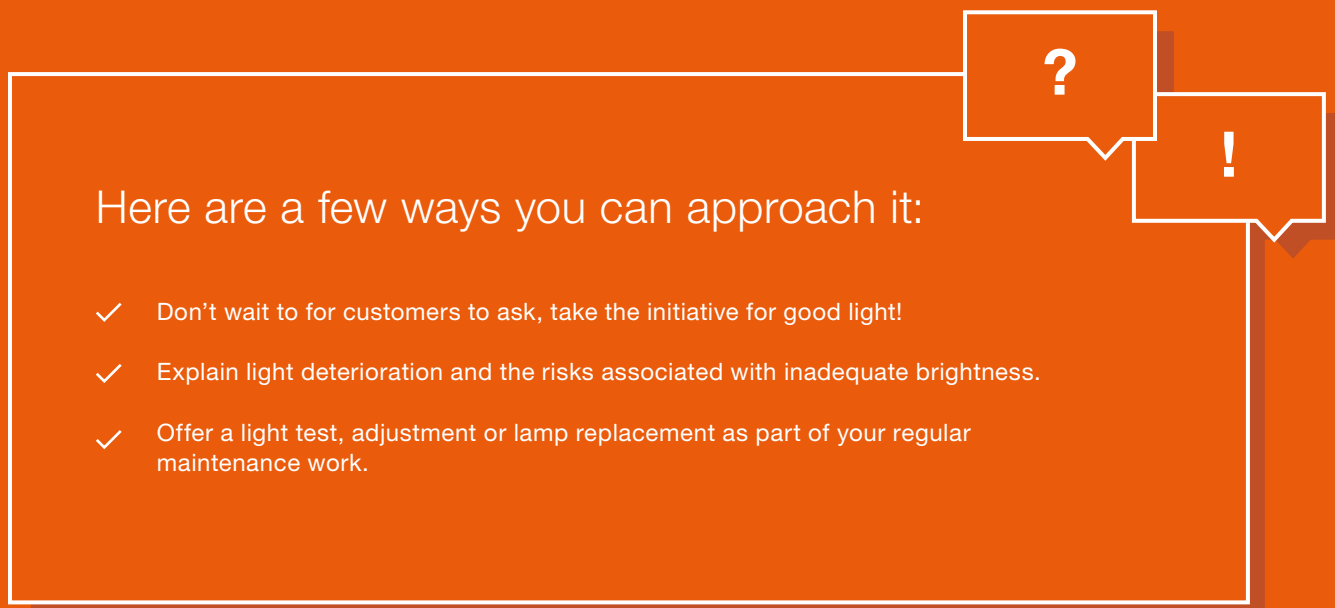
Stronger light means a stronger business

Automotive repair workshops are often under pressure to work fast. For their customers, every job is urgent. With so much to do, there's little time for in-depth consultations. But consider this, what if consulting customers on the quality of their lights resulted in adding parts and labor for two high-end lamps to every third invoice for an entire year? That makes a real difference.

Taking the time to talk to customers about the quality of their lights can help strengthen relationships, enhance your reputation, and ultimately grow your business.

Trust builds loyalty. Loyalty builds companies.

Surveys show that over 90% of drivers rely on the advice of their workshop when choosing parts – yet only around 40% actually receive advice on the quality of those parts.¹ Starting a conversation about the three Facts of Light is a great way to strengthen your relationship with customers as it not only demonstrates your expertise but shows a genuine concern for their safety.



Here are a few ways you can approach it:

- ✓ Don't wait to for customers to ask, take the initiative for good light!
- ✓ Explain light deterioration and the risks associated with inadequate brightness.
- ✓ Offer a light test, adjustment or lamp replacement as part of your regular maintenance work.

¹ Source: IDI Garages survey 2019

1. Check & Change

Be proactive – don't wait for lamps to break



**“Just like a summer tan,
your car lights will eventually fade.”**

Be proactive - check & change customers' car lights
before they grow dim.

Always test your customers' lights & replace dim lamps before they burn out.

Most people only replace a broken or burnt-out lamp, but this is a mistake. By the time a lamp reaches the end of its service lifespan (3 years or 500 hours of use) it will produce significantly less light (up to 30%). This dimming process happens gradually, which means drivers experience reduced visibility at night long before their bulbs burn out. Driving with dim headlights is not only dangerous, it can also lead to penalties and compromise insurance claims.

Talking points - start a conversation about safety

- ✓ Lamps lose their brightness over time.
- ✓ Light deficiency is a safety risk for drivers and other road users.
- ✓ Replacing lamps before they burn out improves visibility, safety, and ensures peace-of-mind.

?

!

Share these maintenance tips with your customers:

- Regularly clean and polish lenses – especially before testing.
- Regularly check each light in your car, including icons, signs and interior lights.
- Park close to a wall and turn on your lights to see if they are balanced.

Embrace a brighter future.

Changing lights before they break is a win-win. Your customers will have brighter, more balanced light as well as a better understanding of light technology and their own safety. This builds trust and loyalty, leading to more revenue in the future while boosting sales today.

2. Change in pairs

Be smart – out with the old, in with the two

“Just like working gloves, two headlights are always the safer option.”

Be smart - change car lights in pairs to keep your customers in safe hands.



Always replace car lamps in pairs.

Automotive professionals unanimously recommend that important auto parts such as brakes, shocks, and wiper blades are replaced together, and with good reason. Both parts are subject to the same environmental stresses so if one fails the other is likely not far behind. Car lights are no different. Moreover, replacing just one failed lamp can result in an unbalanced or unpredictable headlight beam. This is dangerous for the driver and oncoming traffic.

Talking points - explain why replacing in pairs is a bright idea

- ✓ Unbalanced light is a safety risk for drivers and other road users.
- ✓ When one lamp fails, the other usually fails soon after—replacing both helps avoid a repeat visit to the garage.
- ✓ Replacing lights in pairs ensures perfectly balanced light for better visibility and improved safety.

Twice as good for business.

Changing lights in pairs not only boosts revenue, it's also a great way to demonstrate your expertise and build trust between you and your customers by helping them avoid the inconvenience of a second lamp failure soon after.

3. Upgrade your customers' vision

Be innovative – don't just fit the standard, raise it



**“Just like a superhero,
your business can save the day.”**

Be innovative - upgrade customers' car lights
to make your service super strong.

Upgrade lights. Upgrade your business.

Did you know? Every third family in Germany owns a car that is more than 10 years old.¹ With many advanced lighting solutions available, even for older models, there's no reason to always fit standard OEM replacement lamps. Fitting new lamps is an excellent opportunity to grow your business and give customers the best quality light. Whether it's xenon or halogen, OSRAM's vast portfolio of high performance lamp upgrades can provide brighter intensity. This means better night vision, improved visibility to other drivers, and ultimately greater safety.

Don't wait for lights to fade or fail, talk to your customers about upgrading their vision today and give your sales the boost they've been waiting for. It's the ultimate win-win situation.

Talking points - help your customer
make more informed purchase decisions.

- ✓ OSRAM has many upgrade options for old and new cars.
- ✓ Upgrading your light technology means brighter light and improved safety.
- ✓ Upgrading lamps can also enhance a vehicle's style.

New ways to advance your business.

Enhance your service offering. With OSRAM's range of upgrade options you can impress and empower your customers, leading to increased sales on high-end parts.

¹ Source: Statista 2019

Industry-leading automotive lighting

Beat the rest. Fit the best

We've been turning night into day for over 110 years. As the global leader in OEM and replacement lighting solutions, we are the perfect partner for your business. Our broad range of innovative products are rigorously tested under the most extreme conditions and backed by guarantees for complete peace of mind.

For more information visit www.osram.com/am-guarantee

Give your business a brighter future with proven performance from the OSRAM family of products.



LEDriving®
LED technology:
For a modern look and
best performance.



NIGHT BREAKER®
More brightness:
Brilliantly cool white light.



COOL BLUE® INTENSE
Stylish light:
Modern look due to
bluish-white light.



ULTRA LIFE
Longer lifetime: Drive
more, exchange less.

Finding the right fit - a personal approach to light

Driving behaviour differs from customer to customer, and so do their light requirements. OSRAM offers a wide range of products to suit every type of driver. Here are some questions you can use to help your customers choose the right lamp for their vehicle:

How often do you drive?		
Almost never	Occasionally	Regularly
How would you rate your eyesight at night?		
Very poor	Average	Good
How often do you drive on poorly lit roads?		
Almost never	Occasionally	Regularly
What is most important to you?		
Durability	Design	Performance

LEDDriving® HL¹

The perfect upgrade for your customers and your business

For those innovation-oriented drivers who demand premium design and powerful performance, the LEDDriving® HL¹ range of high and low beam lamps offers the very best of both worlds. Equipped with the latest technology and highly durable components, these energy-efficient LED retrofits provide high contrast, distinctively cool white light over a long lifetime. Optimized light distribution, anti-glare, day-like visibility, and far-reaching light beams allow drivers to see farther and react sooner when driving at night. Ensure your customers have maximum visibility and a dynamic look with this high-performance upgrade from OSRAM.

Visit osram.com/ledcheck to check vehicle compatibility before recommending LEDDriving® HL lamps.



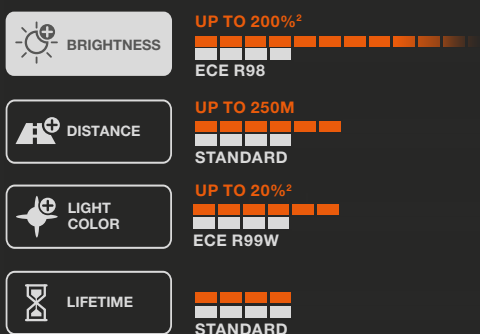
How often do you drive?	Regularly
How would you rate your eyesight at night?	Very poor – Average
How often do you drive on poorly lit roads?	Occasionally – Regularly
What is most important to you?	Performance, Design and Durability

¹ These products do not have ECE approval. This means they must not be used on public roads in any exterior application. Use on public roads leads to cancellation of operating license and loss of insurance coverage. Several countries do not allow sale and use of these products. Please contact your local distributor for information on the availability in your country.

NIGHT BREAKER®

The most powerful xenon and halogen lamps from OSRAM

These high-performance lamps are the ideal choice for customers who have difficulty seeing at night and are concerned about safety. The highly engineered filaments produce bright light that reaches far into the night—ensuring maximum driving comfort and superior, day-like brightness. Available in both xenon and halogen versions¹, the NIGHT BREAKER® range delivers more light and improved visibility, helping drivers identify and react to traffic hazards more quickly.



XENARC® NIGHT BREAKER® LASER

NIGHT BREAKER® 200

How often do you drive?	Occasionally – Regularly
How would you rate your eyesight at night?	Very poor – Average
How often do you drive on poorly lit roads?	Occasionally – Regularly
What is most important to you?	Performance

The NIGHT BREAKER® range also includes two additional halogen lamps - NIGHT BREAKER® LASER and NIGHT BREAKER® SILVER. Visit www.osram.com/nightbreaker to find out more.

¹ Check vehicle compatibility before recommending xenon or halogen

² Compared to minimum ECE R98/R99 requirements

³ Compared to minimum ECE R112/R37 requirements

COOL BLUE® INTENSE

Ultra-stylish, brilliantly blue range

This one is for the design fans. With up to 6,200 K^{1,2} of powerful bluish-white light¹, these high-tech lamps create a stylish and modern look that is perfect for customers who want to make a bold impression on the road. Their extra white color temperature and modern design with silver cap (H4/H7/H11/HB4) creates a stylish LED-like look and is ideal for use in clear-glass headlights. The COOL BLUE® INTENSE range is available in xenon and halogen versions.⁴



XENARC® COOL BLUE® INTENSE



COOL BLUE® INTENSE - HALOGEN

How often do you drive?	Occasionally
How would you rate your eyesight at night?	Average
How often do you drive on poorly lit roads?	Occasionally
What is most important to you?	Design

¹ D1S, D2S, D3S, D4S, D8S

² Measured in headlamps

³ Compared to minimum ECE R112 requirements

⁴ Check vehicle compatibility before recommending xenon or halogen

⁵ Compared to minimum ECE R98 requirements

⁶ H1, H4, H7, H11, HB3, HB4, HIR2

ULTRA LIFE

Durable light that lasts up to four times longer¹

For customers who care about cost-efficiency and durability, the OSRAM ULTRA LIFE range offers an impressive lifespan. Available in xenon and halogen versions², these long-lasting lamps are ideal for frequent drivers who use daytime running lights. XENARC headlight lamps come with a 10-year guarantee.³ Halogen lamps have a rock-solid guarantee of four years.⁴



XENARC® ULTRA LIFE



ULTRA LIFE - HALOGEN

How often do you drive?	Regularly
How would you rate your eyesight at night?	Average – Good
How often do you drive on poorly lit roads?	Almost never
What is most important to you?	Durability

¹ Compared to standard xenon/halogen lamps

² Check vehicle compatibility before recommending xenon or halogen

³ With online product registration. Refer to www.osram.com/am-guarantee for precise conditions and registration

⁴ 4th year with online product registration. Refer to www.osram.com/am-guarantee for precise conditions and registration

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full range of products.**

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to find out.**

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