

100 YEARS

OSRAM

AUTOMOTIVE

Milestones in the history of the brand and its products

1925

The development of the **BILUX® twin-filament** bulb marked the birth of automotive lighting at OSRAM. It was also a milestone in automotive lighting in general as it combined high beam and low beam in a single light source for the first time. It continued in production until as late as 2010.

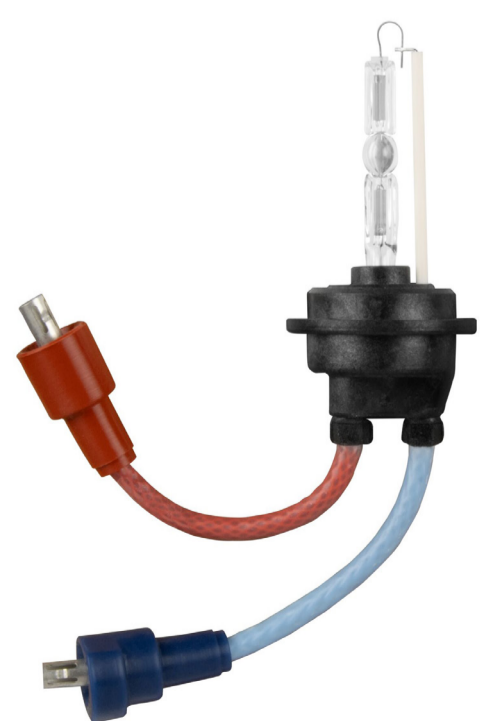


In the **1930s** OSRAM launched the “**OSRAM-D**” lamps which offered significantly higher light output thanks to double-coil technology and which were advertised with the slogan “**Cheap light – OSRAM-D**”.

The **BILUX® halogen headlight lamp** arrived on the market in **1971** and was an instant hit. Available in **H4, H7** and **H11** versions, it delivered impressive brightness so drivers could see and be seen much better.

1991

The launch of the **D1 gas discharge headlight lamp** – popularly known as “**xenon light**” – saw the birth of a new, sustainable technology. The luminous efficacy and luminance of the **D1 lamp** and its successor the **XENARC® D2S**, which was launched in 1994, were two to three times greater than those of halogen lamps.



In April 1994

the automotive business was run as a division of **OSRAM** and **OSRAM SYLVANIA** in the USA, taking into account the special nature of the products and customers - exclusively the automotive industry - and increasing globalization.

In 2007,

OSRAM Automotive launched the first **NIGHT BREAKER®** models, a series of high-performance halogen lamps tailored for the first time to the differing needs of drivers.

In 2015,

OSRAM Automotive added driving & working lights to expand the lighting portfolio with fixtures for on- and offroad use on multiple vehicles.



In 2019,

OSRAM acquired the British **aftermarket specialist Ring**, enabling it to expand its portfolio to include battery care and tyre maintenance products, dashcams, inspection lights and more.

2020 OSRAM achieves a revolution in the retrofit market with the introduction of the first street-legal¹ **LED retrofit lamp**. This simple and affordable retrofit solution will now enable many vehicle owners to benefit from the advantages of modern LED lighting.

By the end of **2023** the range of **LED retrofit lamps** had been expanded to include the **NIGHT BREAKER® LED H1** and **H4**, so that classic cars and motorhomes could now also be retrofitted.

2024

The introduction of the **NIGHT BREAKER® LED SMART H4 and H7** significantly expands the list of compatible vehicles. At the same time, OSRAM launched the **TRUCKSTAR® LED**, which had been specially developed for the truck segment.



In **2025** the new plug-and-play **H7 LED lamp NIGHT BREAKER® LED SPEED** offers a 1:1 replacement in terms of size but impresses with its outstanding light output.



Today

Outstanding quality, an innovative portfolio, excellent services for customers and partners and a strong global brand make OSRAM Automotive a premium supplier in the field of vehicle maintenance and equipment and the world market leader in automotive lighting.

¹ Approved LED vehicle light. Applies only to countries in which approval has been granted or for which a comparable approval applies, and to vehicle models and lighting functions currently indicated in the compatibility list. For more details go to www.osram.com/nb-led