



## IN DEPTH LIGHTING TECHNOLOGY

### Huge Market Potential Of Adaptive Lighting Solutions

By Lex Krzyzanowski, Chairman Clepa LightSightSafety Special to Driving Vision News



In his famous 1967 book “Marketing Management”, Philip Kotler stated the four P’s—Product, Price, Place, Promotion—should be “right in all aspects” and besides to this all four should be represented so it is not a question of product or price or place or promotion being right, but rather of all four being right together.

Since then the competitiveness within the market has increased as well as the speed of developments of new solutions, however the four “P’s” are still a useful tool. The changed market conditions make the realising of Kotler’ statement more challenging but also more critical to be successful

#### What about the product?

- Recently the buying public were confronted with a 3D Xenon car lighting experience on one of the most famous car exhibitions in Europe. Visitors were excited about the experience, understood the product and were willing to buy the solution.
- On the last Clepa Tech day in Brussels, LightSightSafety showed, with a real car in a dark room, the benefits of an adaptive lighting solution. EU delegates, FIA officials and journalists were convinced about the safety and comfort aspects of this device by this impressive demo. Only two simple examples proving that the car lighting world has a range of solutions that attracts the buying public as well as convincing authorities and experts.

#### What about price?

Several analyses have shown that there is a strong correlation between the take rate and the relative Xenon price to the car price. This, reverse, correlation is strengthened by a different styling (halogen vs. Xenon) and/or offering the Xenon option as part of an option package. Why are some carmakers still not maximising this market opportunity by pricing light options at an attractive level the general public are willing to pay?

#### What about place?

- Recently I was invited on a Friday evening to be present for the introduction of a new car platform at my premium brand dealer; a lot of people, a very pleasant atmosphere. The sales people were talking with passion about the camera system in the front fenders and in the back, about the bigger sunroof, about the head-up display; however the safety and comfort supporting adaptive lighting system wasn’t mentioned spontaneously. Why not promote this beautiful and exciting feature with a night drive experience, and/or a demo with a car in a dark room? Such an experience or demo will more easily convince car buyers about the safety and comfort benefits of these lighting systems.
- ESafetyAware has organized in Millbrook, last summer, a big event for EU delegates, journalists, FIA officials and fleet owners. LightSightSafety (one of the members of eSafetyAware) recommended organizing a night drive experience, unfortunately this opportunity couldn’t be exploited.
- Within the last years we learned that the approach of dealers of non premium brands, explaining the benefits of Xenon lighting systems, in different parts of Europe, results always in a substantial increase in take rates.

### **How about promotion?**

EU and NCAP are promoting new technologies enabling CO2 savings and bringing more safety on the road. EU commission introduces therefore its “eco-innovations” procedure and NCAP is currently preparing its PNCAP program. We strongly recommend proposing certain lighting solutions as eco-innovation and/or within the PNCAP program. We are strong believers that to be an eco-innovation and/or part of the NCAP rating/awarding with an eSafety device is a serious and recognised signal to the buying public that the technology and/or device supports the efforts for a better environment and/or bring a very important additional element in safety for all traffic participants.

### **What to do now?**

To convince each other, within the car lighting world, about the right products, attracting the end users isn't the most important topic! We have them already; whether we have the most cost-beneficial parts in our products is another discussion. We have to concentrate together to get in place the “right in all aspects” of the other P's (price, promotion and place). It seems, having looked pretty closely at what is happening in the market, that we can learn from the world, behind some other eSafety devices, how to get that done to be more effective.

We could have performed better related to the four "P's" positioning of “green” and Adaptive Lighting (based on Xenon and/or LED technology) solutions. We should improve further, with the aim to be able to materialise on the huge market potential of the “green” and Adaptive lighting solutions. Together, we have the capabilities on board to do so!

See the Lex Krzyzanowski video interview on [DrivingVisionNews.com](http://DrivingVisionNews.com) home page