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**PRESS RELEASE**

**Still potentials for innovative automotive headlights**

**Xenon headlights still not seen as vehicle safety by night**

Car buyers and Car dealers are still not aware of the fact that vehicle safety is increased by innovative automotive headlights. This is the current result of a survey among car buyers and car dealers in Germany, Poland and France by the market research institute “Puls”, based in Nuremberg, Germany. The study was commissioned by Light.Sight.Safety, an initiative created by the EU automotive lighting companies. The aim of this coalition is to reduce the number of night-time accidents by using advanced car lighting.

Only a small proportion of the car dealers, on average six per cent, indicate safety as an advantage of Xenon headlamps (open question) in the study. The proportion is even smaller among the car buyers: It ranges from one to four per cent within the analysed countries.

Vehicle safety is one of the most important aspects when buying a car. 61 per cent of the French and 66 per cent of the Polish car dealers indicate safety as an essential purchasing criterion for Xenon headlamps for their customers.

“The often not recognized correlation of vehicle safety and Xenon headlamps leads to the fact that only few car buyers are willing to pay the premium of about 1.000 € for Xenon headlamps.” concludes Dr Konrad Weßner, director of “Puls”. In France the proportion amounts five per cent, in Poland four per cent and in Germany seven per cent.

“In comparison to conventional Halogen headlamps Xenon headlamps do not only produce light similar to daylight, but also increase the range by 50 per cent. Additionally, the bulb lifetime is five times longer.” explains Lex Krzyzanowski, chairman of Light.Sight.Safety, the product features.

“There will be sold more vehicles with Xenon headlamps, if car buyers recognize the high impact of Xenon headlamps on vehicle safety.” concludes Weßner. According to the study results 22 per cent of the German vehicles are equipped with Xenon lighting. The take rates are significantly lower in France (10 per cent) and in Poland (7 per cent). Volker Merk, Product Marketing Manager for Xenon headlamps at Valeo summarizes: “There is an absolute necessity to enlighten car dealers and car buyers about the advantages of new lighting technologies, whereas not only the safety aspect, but also the enhanced driving comfort, shall be pointed out.”

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