

Automotive Answers

High Intensity Discharge (HID) Lighting Gaining Acceptance Among American Motorists

(NAPSA)—Driving during nighttime hours no longer needs to be so uncomfortable, and even intimidating for some motorists. Using brighter High Intensity Discharge (HID) headlights as an alternative to traditional halogen lights can alleviate some of the stresses of nighttime driving.

Research conducted in Germany and the U.S. by independent research firms shows that an overwhelming majority of HID users feel safer driving automobiles equipped with HID technology. In the U.S. study, 92 percent of vehicle owners presently using HID headlights said they would buy a vehicle with the technology again—citing vision improvement as the most important factor. Ninety-four percent of survey respondents said they would recommend HID to a friend.

Producing a crisp, white light that stimulates reflective paint in road markers and signs, HID actually improves nighttime driving by providing three times the light output of standard halogen light sources. As a result of a wider beam pattern, HID also increases the visibility of many peripheral objects (i.e. street signs and pedestrians), left in the shadows by standard halogen lighting.

“HID illuminates the road like no other light source available on the market today,” said David Hulick, HID product marketing manager for Osram Sylvania’s Automotive Lighting division.

“Consumers see the differences and benefits of HID, almost immediately, after driving a vehicle equipped with this technology.”

As the U.S. population ages, the value of this particular safety benefit will become even more attractive, as HID provides an immediate benefit to those who



have difficulty seeing at night.

Unlike halogen lights, Xenarc® HID lights do not have a filament to break or degrade, meaning HID headlights last up to 10 times longer than standard halogen headlights. The technology also meets all federal automotive lighting requirements.

Originally offered on high-end European luxury cars, HID technology gradually has increased in popularity in North America over the past few years. This year, an estimated one million vehicles will be purchased with HID lighting systems, comprising six percent of all vehicles on the road. HID usage in the U.S. is projected to exceed a 13 percent application rate on new vehicles by 2007, because of its visibility benefits.

HID technology is the most significant advance in automotive lighting since halogen headlights were introduced in the late 1970s. Halogen lights became widely accepted by car manufacturers and consumers after several years. Gradual acceptance is also occurring with HID headlights.

Osram Sylvania is the leading manufacturer of automotive lighting, supplying products for both original equipment manufacturers and the aftermarket. For further information, visit www.sylvania.com.