New generation Philips WhiteVision ultra car headlamps

Get a sharp, irresistible look with the latest in stylish white lights for your car

Frankfurt, Germany – September 8, 2020 – Get a sharp, irresistible look with the new generation of Philips WhiteVision ultra halogen car headlights. Featuring the latest coating formula, these bulbs deliver a stunning 4 200 Kelvin. As the whitest road-legal halogen lights in the Philips automotive portfolio, they are the perfect choice for a cool, stylish upgrade.

White stylish look with up to 4 200 Kelvin[1]

Philips WhiteVision ultra headlights revolutionize the car's look with up to 4 200 Kelvin of sharp white light. These bulbs are designed for drivers of vehicles with halogen technology who are looking for a bright white upgrade. "*Philips WhiteVision ultra is designed for drivers who are looking for an upgrade with the style and appearance reminding of attractive xenon lighting, in a vehicle designed for halogen bulbs. Thanks to the new, advanced coating formula on the glass, Philips WhiteVision ultra bulbs are our whitest road-legal lights*," said Mark Bülow, EMEA Product Manager at Lumileds. "*These headlights provide such a stunning look in the headlamp's reflector that they project a style and appearance similar to xenon light. At the same time they feature strong light performance and lifetime that you otherwise don't find in styling bulbs.*"

The new Philips WhiteVision ultra coating formula along with its cool white light, significantly improves visibility at night and enhances driver comfort by reducing eye fatigue. When design meets functionality, drivers enjoy a great look and enhanced driving comfort.

Philips WhiteVision ultra upgrade headlight bulbs are ECE[2] certified for bright white light on the road. Drivers enjoy a vibrant look from a road-legal bulb compliant with relevant regulations that provides great visibility.

Comfort with up to 60% more vision[3]

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With up to 60% more vision, the longer beam pattern enables drivers to not only see other road users more clearly but also be better seen by them. It improves safety and gives them more time to react to potential hazards on the road ahead.

A large range for upgrading vehicles

Philips WhiteVision ultra headlamps are available in the most common types: **H1, H3, H4, H7, H8, H11, HB3, HB4, HIR2**. We also provide Philips WhiteVision ultra in **W5W, H6W** and **PSX24W**.

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[1] 4 200 Kelvin applies both to H4 and H7.

[2] ECE: Economic Commission for Europe

[3] Compared to the minimum legal standard

These new bulbs are compatible with car models of major brands, such as Audi, BMW, Citroën, Ford, GM, Peugeot, Toyota and Volkswagen. See the product selector guide for more information.

Renowned quality and enhanced safety

Better and brighter lights mean increased performance on the road. Their optimized high-precision filament geometry, high-pressure gas filling, innovative gradient coating and premium-quality UV-quartz glass enable Philips WhiteVision ultra headlights to set a new standard for road-legal white light. Engineered for great style and visibility, these headlamps provide a more relaxed, fun driving experience.

Technologically advanced Philips lighting is renowned in the automotive industry, and has been for over 100 years. The Philips Original Equipment Quality products are designed and developed following strict quality control processes (including applicable ISO norms), leading to consistently high production standards.

To find out more: **www.philips.com/whitevisionultra**

About Lumileds
For automotive, mobile, IoT and illumination companies who require innovative lighting solutions, Lumileds is a global leader employing more than 7,500 team members operating in over 30 countries. Lumileds partners with its customers to push the boundaries of light.

To learn more about our portfolio of lighting solutions, visit lumileds.com.

As a leading lighting solutions company for the automotive industry, Lumileds is licensed to use the Philips brand for its automotive lighting and accessories product portfolio.

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