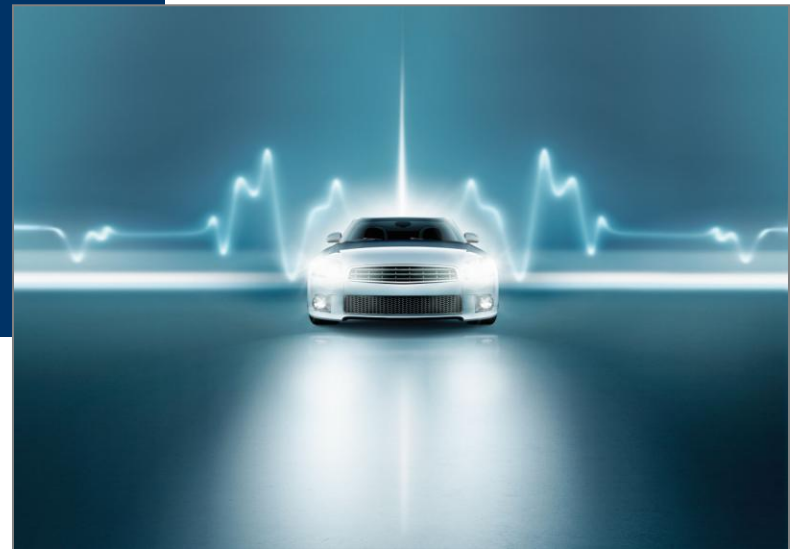


OSRAM Automotive

XENARC® SILVERSTAR Product Launch



OSRAM



Productinformation

- The brightest automotive lamp of the world
- Up to 30% more light compared to standard xenon lamps and up to 130% more light than halogen lighting
- Up to 20m longer light beam than standard xenon lamps
- available as H1, H4, H7, H11, HB3, HB4
- ideal complete solution from OSRAM with Value Added Products e.g. Night Breaker Plus and Diadem
- D2S also available as Hard Cover Box



| ECE | EAN- folding box | EAN- HCB |
|-----|------------------|---------------|
| D1S | 4008321663658 | |
| D2S | 4008321663672 | 4008321665324 |

Premium Quality by OSRAM

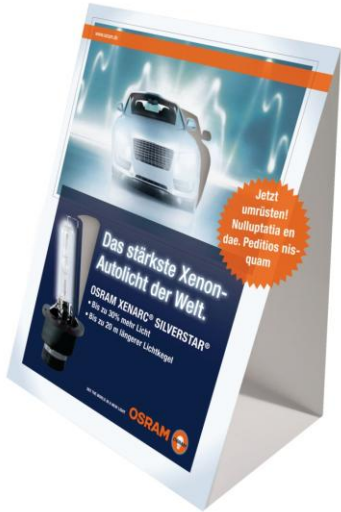
OSRAM XENARC® SILVERSTAR® wins Automotive Brand Contest 2011 in the category “Accessories & Tuning”



Rat für Formgebung
German Design Council

- The Automotive Brand Contest will honor outstanding achievements in the fields of brand management, brand communication and design in the automotive area. The focus is on the integral and consistent use of the brand across all media and products.
- The German Design Council (Rat für Formgebung) was founded as an initiative of the German Federal Parliament in 1953 to meet the growing need of the business world for information about design. Today, the German Design Council is one of the world's leading competence centres for communication and know-how transfer in the design field.

Sales support



Positioner (401D211)



„Plasma“-Globe (401D213)

Salesfolder (401D210)



LED Display (401D212)



Mouse Pad (401D214XX)



Steering wheel tag (401D215XX)

Demotools

Light Performance Box

Presents an impressive comparison of light intensities and colours with ORIGINAL, COOL BLUE INTENSE and SILVERSTAR.

Format: (WxHxD): 40x33x25cm

Oder directly via SP MK (Sabine Riedl, Louise Eriksson)



Acrylic Demo Display (400D152XX)

Presents the lamp and its features especially classy and convincing.

Format: (WxHxD): 20x20x15cm