

HID High Intensity Discharge

MERCEDES-BENZ
with XENARC® COOL BLUE® Intense *inside*

Aftermarket Marketing



Mercedes-Benz

OSRAM



Successful results out of the International PRes Event in Berlin



Coverage by B2B and B2C journalists

Journalists writing for leading magazines like:

- AutoExpress, UK
- Journal de l'Automobile, FR
- Journal de la Rechange Indépendante, FR
- Après Vente Automobile, FR
- QUATTRORUOTE, IT
- Gente e Motori, IT
- AutoBild, GER
- A&W Auto & Wirtschaft, GER
- Automobil Industry, GER

Exclusive chance to interview the BU CEO of Specialty Lighting Mr. Schwabe

Sales arguments XENARC® lamps

And now Mercedes equipped with HID CBI!



MERCEDES WITH XENARC® COOL BLUE® Intense inside

- Attractive design
- High contrast light – for design oriented drivers
- Cross-selling with halogen and auxiliary COOL BLUE® (high beam and parking position light).
- Sold via Independent Aftermarket channel (IAM)
- Now convinced also leading premium brand Mercedes-Benz to equip S-Class and E-Class* with HID CBI D1->Ideal push also for the Aftermarket and the demanding target group!



Mercedes-Benz



New technology in new style

HID	Halogen
D2/D1 COOL BLUE® Intense	NIGHT BREAKER®
	SILVERSTAR®
LED	Signal Lighting
JOULE®	DIADEM®

Best product

2 target groups for HID CBI:

- Tuning & up-grade
- NOW premium OEM



NEW

*Plans to continue in 2011 equipping all classes

New and up-dated XENARC® sales support material 3 in 1 folder and tools



New 3 in 1 sales folder -> the overall XENARC® sales marketing package

- Basic XENARC® and market information
- Information on new range COOL BLUE®Intense
- Quick reference guide & mounting instruction

New HID promotion material:

- Poster
- Mirror tag
- Counter dispenser
- Short XENARC® image trailer
- CD rom with mailing letter and promotion sheet for wholesalers
- Certificate after answering the questionnaire
- Banner Rack D2 vs. D2 CBI on request
- Press articles B2B and B2C (after press event)
- First time international press event in Berlin

New mirror tag



New 3in1 sales folder



New A1 Poster



Certificate



New CD-Rom with mailing letter & promotion sheet



New counter dispenser



**Have a successful XENON
business!**

