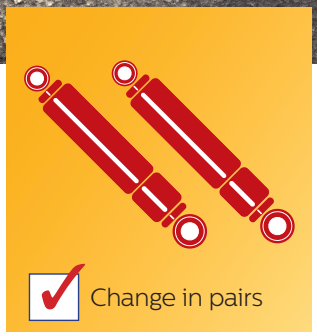
PHILIPS

Automotive lighting



We're telling your customers to Change In Pairs.

We've launched a new **Lighting Safety Campaign** encouraging vehicle owners to change their headlight bulbs in pairs.

Whether a customer has a burned-out or dimming headlight bulb, we want to always encourage them to **replace both bulbs at the same time.** Headlight bulbs dim significantly over time. By replacing both headlights bulbs at the same time, vehicle owners can ensure that the road ahead is properly and evenly lit. Vehicle owners will typically only replace the bulb that has burned out, but this leads to less than optimum nighttime visibility and safety.

Our **'Change In Pairs,'** safety initiative recommends that automotive professionals should always make their customers aware to change headlight bulbs in pairs.

Similar to tires, wiper blades, and shocks, headlights should be replaced in pairs to ensure that the headlight beams are properly balanced and at full output power.

We think you'll agree, **safety sells.**

We're getting the word out.

To ensure that vehicle owners understand the importance of changing headlight bulbs in pairs, **the 'Change In Pairs' campaign is being supported by:**

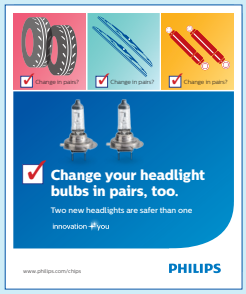
- a dedicated website – **www.philips.com/chips**
- advertising
- public relations
- social media and
- point-of-purchase materials

We want to encourage you to recommend that any time a headlight burns out or becomes dim, that both headlights are replaced, for the safety of all drivers on the road.

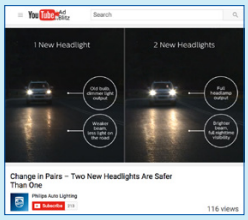
For more information and to receive Point of Purchase displays for your retail locations, please contact your Lumileds sales account manager or customer service at:

866-254-6989 | philipsautoorders@lumileds.com

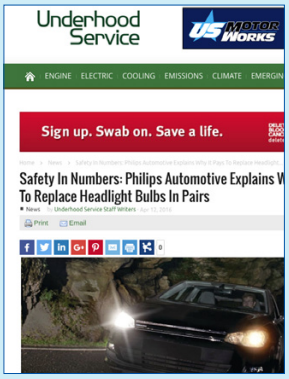
Point of Purchase



Social Media

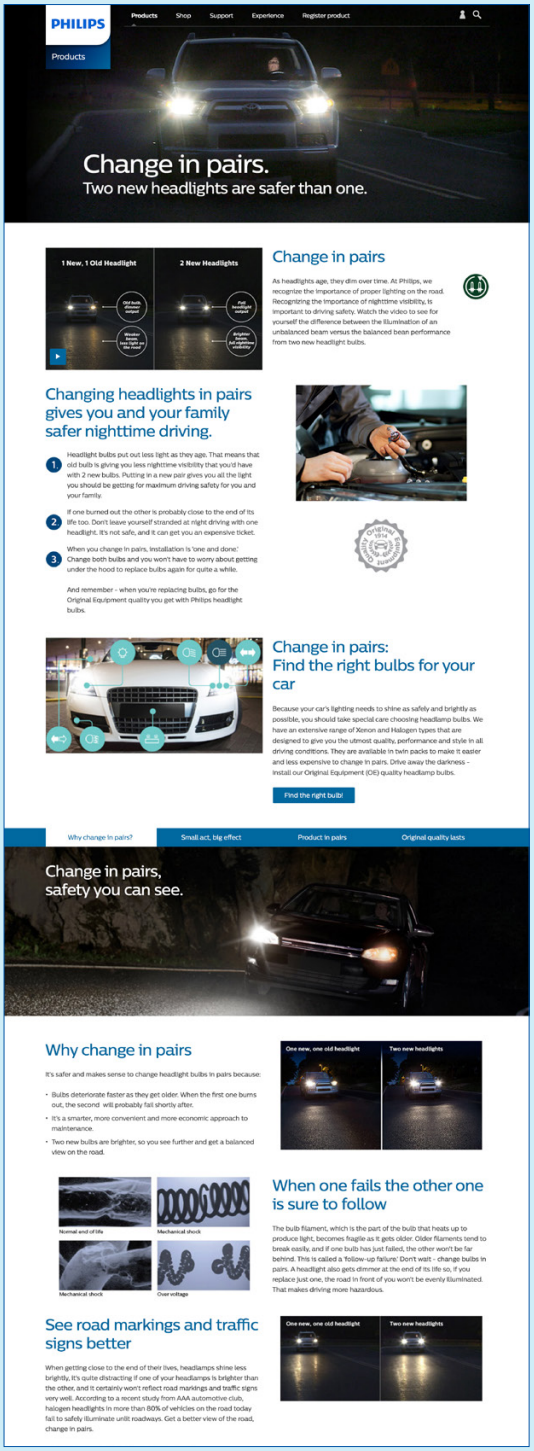


Public Relations



Advertising

Change in pairs website:
www.philips.com/chips



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