



## **New NightGuide platinum Headlight Bulbs are the Brightest Philips Halogen Upgrades on the Market**

**Farmington Hills, MI, November 3, 2020** – Lumileds, a leading lighting solutions company for the automotive industry, has announced the launch of Philips NightGuide platinum, the newest and brightest halogen headlight upgrade bulb ever offered by the company. NightGuide platinum provides up to 130 percent more vision when compared to standard minimum legal requirements in low beam headlamp test results.

The key to NightGuide platinum's increased performance is possible through innovative production techniques and tailor-made gas composition, using the well-developed gradient coating and high precision filament design for high light output. The color temperature of up to 3400 K provides better contrast and enhanced visibility when driving at night and helps reduce driver fatigue.

The new Philips NightGuide platinum headlight upgrade bulbs are a direct plug-and-play replacement for standard bulbs and are available in 9003, 9004, 9005, 9005XS 9006, 9006XS, 9007, 9008, 9012, H1, H7, H11, H11B. NightGuide platinum headlight upgrade bulbs are DOT compliant. The new bulbs will be available for sale in the 3<sup>rd</sup> quarter of 2021.

Aubry Baugh, Product Marketing Manager, spoke on the new headlight upgrade bulbs and noted, "These are not just the brightest halogen upgrades we've ever offered. NightGuide platinum headlights feature high precision filament alignment for optimal beam placement and exceptionally sharp beam cutoff. They don't just put out more light, they put their light exactly where the driver needs it. Plus, with up to 130% more vision, we're giving drivers more time to react, and that means safer nighttime driving."

For more information, email: [philipsautoorders@lumileds.com](mailto:philipsautoorders@lumileds.com) or call 1-866-254-6989.

*Image file: Philips-NightGuide-platinum.jpg*

*Caption: New Philips NightGuide platinum provides up to 130% more vision for safer nighttime driving.*



**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](http://lumileds.com).

###

**For further information, please contact:**

Ann-Marie Hines, MBA  
Senior Marketing Manager  
Lumileds  
34119 W. 12 Mile Rd., Suite 102  
Farmington Hills, MI 48331  
Tel: (248) 699-2232  
Email: [ann-marie.hines@lumileds.com](mailto:ann-marie.hines@lumileds.com)

**Media Contact:**

Jake Spencer  
Barolin + Spencer  
800-536-6222  
[jake.spencer@barolin-spencer.com](mailto:jake.spencer@barolin-spencer.com)

307-20/PL3903