



LongLife EcoVision
Simply the longest lifetime

PHILIPS
sense and simplicity

In 2011, Philips creates LongLife EcoVision

Philips continues to set the pace in innovation to meet the most demanding consumer needs.

- **Changing a lamp is more and more complex:**
 - Only 20% of cars are assessed as “**very easy**”
Headlight lamps can easily be replaced on the road at night
 - More than 30% are assessed as “**difficult**” or “**very difficult**”
Lamp replacement requires specific tools and/or involves significant disassembly to access the lamp
- In the current financial climate, consumers are looking for the **raise of their goods’ lifetime** and the optimization of their **value for money**.
- In the automotive industry, lifetime is the **2nd higher concern** for consumers.

Sources: driving Vision news, bulb replacement survey, Hector Fratty, August 2008 and Ms Kinsey report

Longlife Ecovision bears the new original equipment Quality seal.



- High quality products for more safety on the road
- Philips state-of-the-art technology
- ECS certification and homologation
- Sustainability: led and mercury-free products.

Philips leads the automotive lighting industry since 1914. Today, Philips equips 1 out of 2 cars in Europe.

Tested and approved, now, and for nearly 100 years!

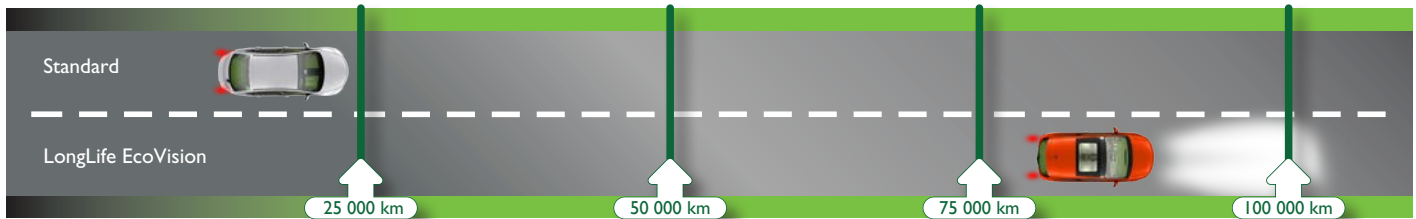
LongLife EcoVision features & benefits

Lifetime x 4*

- ➔ 4 x less replacement
- ➔ No replacement required during 100 000 km
- ➔ Reduced maintenance, hassle-free lamp
- ➔ 4 x less waste (packaging, lamp)



*Compared to a standard lamp

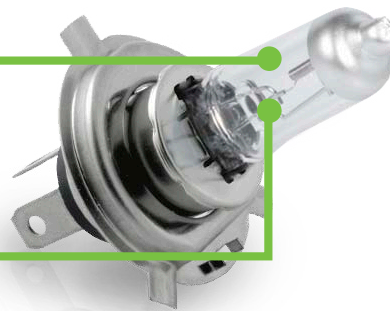


LongLife EcoVision: How does it work?

Technically designed to last longer

Xenon Gasfilling is used instead of Krypton

Long lasting filament



Best components



High precision
Production process



Very long lifetime
without early failures

**The longest lasting halogen bulb without compromise on light output.
Only Philips LongLife EcoVision lamps have such a low early failure rate.**

LongLife EcoVision product codes



LongLife EcoVision commercial pack

Description	EANI	EAN3	GOC	Order Entry
H1 LLECO CI	8727900361872	8727900361889	36187260	I2258LLECOCI
H3 LLECO CI	8711500777041	8711500777058	77704160	I2336LLECOCI
H4 LLECO CI	8727900361896	8727900361919	36189660	I2342LLECOCI
H7 LLECO CI	8727900361926	8727900361933	36192660	I2972LLECOCI
H11 LLECO CI	8727900361940	8727900361957	36194044	I2362LLECOCI



LongLife EcoVision blister pack

Description	EANI	EAN3	GOC	Order Entry
H1 LLECO BI	8727900361964	8727900361971	36196430	I2258LLECOBI
H4 LLECO BI	8727900361988	8727900361995	36198830	I2342LLECOBI
H7 LLECO BI	8727900362008	8727900362015	36200830	I2972LLECOBI



LongLife EcoVision trade support material

A sale-boost counter display to introduce the products to the consumers

LongLife EcoVision commercial pack

Description	EAN1	EAN3	GOC	Order Entry
Fest T10 CP	8 727 900 381 924	8 727 900 381 948	38192473	I2860LLECOCP
W5W CP	8 727 900 381 894	8 727 900 381 917	38189473	I2961LLECOCP
R5W CP	8 727 900 381 955	8 727 900 381 979	38195573	I2821LLECOCP
P21W CP	8 727 900 381 986	8 727 900 382 006	38198673	I2498LLECOCP
P21/5 CP	8 727 900 382 013	8 727 900 382 037	38201373	I2499LLECOCP
PY21W CP	8 727 900 382 181	8 727 900 382 204	38218173	I2496LLECOCP



LongLife EcoVision blister pack

Description	EAN1	EAN3	GOC	Order Entry
W5W B2	8 727 900 382 044	8 727 900 382 051	38204430	I2961LLECOB2
R5W B2	8 727 900 382 082	8 727 900 382 099	38208230	I2821LLECOB2
P21W B2	8 727 900 382 105	8 727 900 382 112	38210530	I2498LLECOB2
P21/5W B2	8 727 900 382 129	8 727 900 382 136	38212930	I2499LLECOB2



Our complete halogen range

Feel safe, drive safe.

<p>30% more light</p>  <p>Value for money</p> <p>Vision</p>  <p>Standard Vision</p>  <p>+30%</p> <p>★★★★☆ Overall performance</p> <p>Available in H1, H3, H4, H7, HB3, HB4</p>	<p>60% more light</p> <p>New</p>  <p>VisionPlus</p>  <p>Standard VisionPlus</p>  <p>+60%</p> <p>★★★★☆ Overall performance</p> <p>Available in H1, H4, H7</p>	<p>100% more light</p>  <p>X-tremeVision</p>  <p>Standard X-tremeVision</p>  <p>+100%</p> <p>★★★★☆ Overall performance</p> <p>Available in H1, H4, H7</p>
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Care how you drive.

Lifetime x4

New



LongLife EcoVision



★★★★☆
Overall performance

Available in
H1, H4, H7

Your drive is style.

Xenon
ultimate effect



BlueVision ultra



Standard



★★★★☆
Overall performance

Available in
H1, H3, H4, H7, HB3, HB4, H11



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