NEW

Philips Ultinon Drive *LED Lightbars*

Powerful brightness for more safety

EMEA Product Marketing
Lamps
June 2021

innovation ✦ you

PHILIPS

Why and when need auxiliary lighting?

- Auxiliary lighting can provide <u>additional illumination</u> to <u>see better</u> or to <u>be seen better</u>.

On road: with poor illumination: snow, rain, fog, forest, no public lighting…

Off-road: out-door driving, agriculture, mining,

Ultinon Drive
LED Lightbars

Ultinon Drive 5000 Series

Powerful brightness for more safety

Both sexes. Above average income. Feeling insecure in dark conditions. Happy to invest to improve the vision for more safety.

Lightbars are a tool to make driving safer. Relationship to car maintenance driven by: Security. Need durable gear.

Cars represent comfort, safety and freedom.

Wants to make trips in difficult conditions safer to enjoy time with loved ones.

Source:
Ipsos, Global consumer segmentation study, 2015

Philips Ultinon Drive LED Lightbars

Powerful brightness for more safety

Bright, long beam for superior visibility
- Outstanding beam for approx. 400 meters*
- ECE R149 with reference numbers from 37.5 to 50**
- Homogenous beam with up to 6500 Kelvin crisp white light

Enhanced safety off-road with boost function for more power***
- UD5050L unleashes its full 4000 Lumen off-road for 448 meters visibility

Ultra-durable gear for challenging conditions
- Sturdy one-piece design with performance heatsink
- Unbreakable polycarbonate lens
- Corrosion-free stainless-steel brackets
- Water and dust ingress: IP69K & IP68
- Shock resistance: IK07

Powerful road-legal LED lightbars
- Approved for road use under ECE R149

Available in : **10 inch**   **20 inch**   **30 inch**

Single row

Double row

10" double row features Boost function for enhanced off-road performance with higher brightness

* Beam length measured on 1 lux. See table for details.
** For effective lumen, wattage, ECE reference number, see table for details.
*** Applies to UD5050L with off-road boost mode.

Background

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Ultinon Drive LED Lightbars

LED driving lights for reliable safety in challenging conditions

Powerful brightness for more safety
thanks to…

Powerful LEDs for homologated lights

Enhanced vision far and wide

Homogenous beam for more comfort

Automotive Grade Quality

Durable equipment for challenging conditions
thanks to...

IK07 & unbreakable polycarbonate lens

Corrosion-free stainless-steel brackets

One-piece body design for best heat dissipation

Waterproof while driving and at high pressure (IP69K & IP68)

Automotive Grade Quality

Brightness performance: ECE-Reference numbers

	10 inch	20 inch	30 inch

SINGLE ROW

5001L
ECE R149-37.5
(2600 lm)

5002L
ECE R149-40
(2700 lm)

5004L
ECE R149-50
(3300 lm)

DOUBLE ROW

5050L
ECE R149-40
(3300 lm)
Features Boost function function for enhanced off-road performance with higher brightness (4000 lm)

5003L
ECE R149-45
(3900 lm)
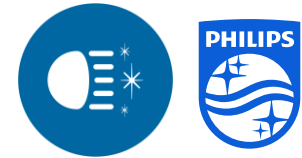
Strong beam performance for more safety

Beam length for visibility

- Metrixlab study* confirmed **brightness as no.1 claim** that is understood and drives consumer purchase intent
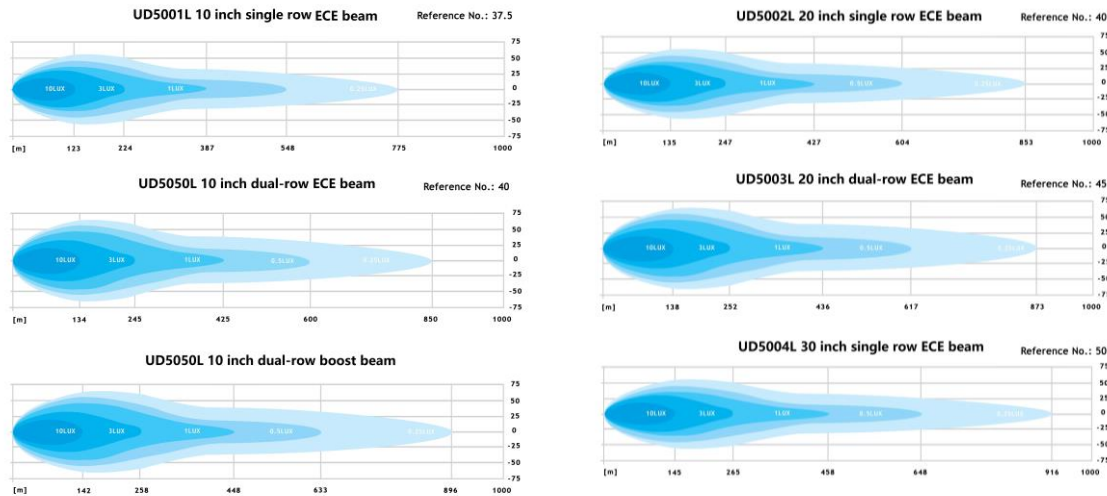
*Metrixlab, custom study, performance claim test 2019.

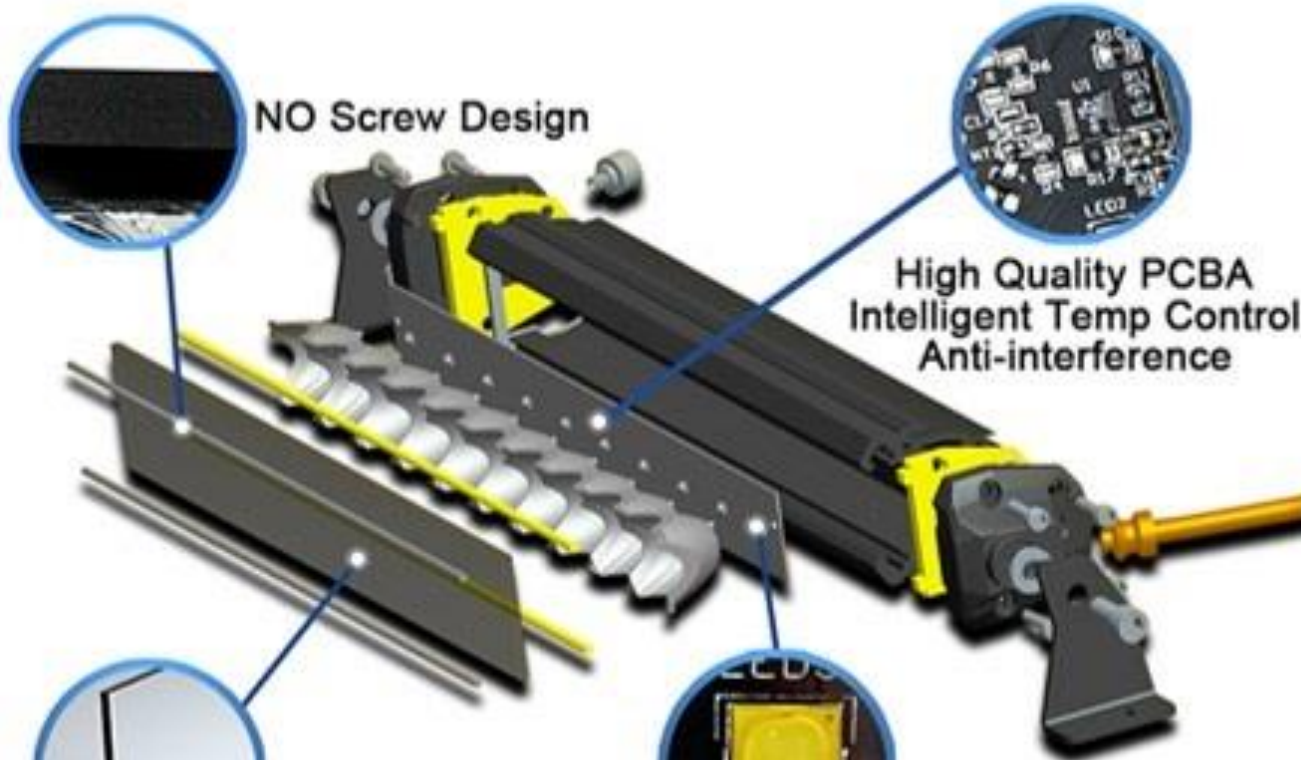# **Off-road boost function**: additional wire for installation

Increasing safety off road

With its convenient Boost function, the 10" double row LED Lightbar releases even more power to enjoy higher brightness offroad.

High quality comes from invisible details

NO Screw Design

High Quality PCBA
Intelligent Temp Control
Anti-interference

Anti-break and
Anti-scratch Lexan
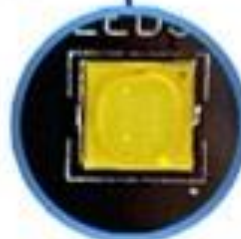
A Grade Led Chips

Super
Brightness

IP69K
Waterproof

Heat
Dissipation

Long
Lifespan

PHILIPS
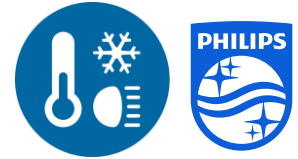
High range of operating temperature: -40°C to +80 °C

13 heatsink

- **One piece of body and 13Pcs heat sink allow fast heat dissipation.**

- **Intelligent temperature control** enable the **high operation temperature (-40°C to 80°C)**

Robust and durable lamp with superior material

Aluminum housing

High quality LED

Anti-UV lens

Stainless steel bracket

Super robust

Longer lifetime

Scratch free No yellowish
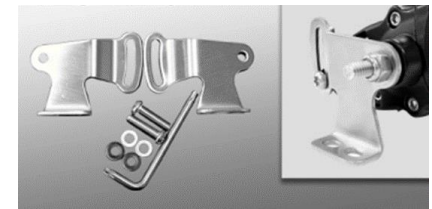
Durable and anti-corrosion

Benchmark

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Key benchmarks: Optibeam, W-Light, Osram

Competition-Optibeam

- Mainly 20 inch in straight and curved shape.

Competition:W-light
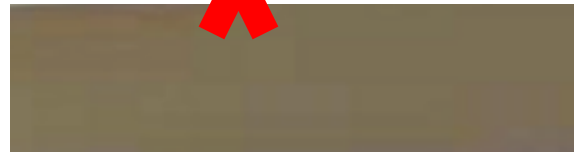

Competition: Osram with *2 categories* /4 ranges/32 SKUs

Category	Range	Product	Function	Shape/ Length	Beam
LED driving lights (On road with ECE approval)	Multifunctional	Cube MX240-CB	Driving+ Position	Cube	Combo
		Lightbar MX250-CB		Light bar	Combo
		Lightbar MX140-SP		Light bar	Spot
		Round MX260-CB		Round	Combo
		Round MX180-CB		Round	Combo
		Reversing VX120R-WD	Reverse light	Round	Wide beam
		Reversing VX120S-WD		square	Wide beam
	Functional	Lightbar FX1000-CB SM*	Driving light	40 inch	Combo
		Lightbar FX500-CB SM*		20 inch	Combo
		Lightbar FX500-CB			Combo
		Lightbar FX500-SP			Spot
		Lightbar FX250-CB		10 inch	Combo
		Lightbar FX250-SP			Spot
	Slim	Lightbar SX500-CB		20 inch	Combo
		Lightbar SX500-SP			Spot
		Lightbar SX300-CB		10 inch	Combo
		Lightbar SX300-SP			Spot
		Lightbar SX180-SP		7 inch	Combo
	Value	Lightbar VX500-CB		20 inch	Combo
		Lightbar VX500-SP			Spot
		Lightbar VX250-CB		10 inch	Combo
		Lightbar VX250-SP			Spot
		Round VX80-WD	Work light	Round	Combo
LED Work lights (Off road without ECE approval)	Multifunctional	Cube MX85-SP		Cube	Spot
		Cube MX85-WD			Combo
		Light bar MX140-WD		bar	Combo
	Value	Cube VX80-SP		cube	Spot
		Cube VX70-WD			Wide beam
		Round VX70-SP		round	Spot
Accessory	Accessory	Wire harness AX 2LS- for 2 lamps	Accessory	N/A	N/A
		Wire harness AX 1LS-for 1 lamp			
		License plate bracket AX			

UD5050L: 10-inch double-row boost LED lightbar

Brand	Product	Length	Shape	LED installation	Nominal LED power	LED Chips	IP	Connector	ECE	ECE Ref.	Dist. At 1 lux-m	Listed price-€
Philips	10-inch,double row boost LED lightbar	10 inch	straight	Double row	100	5W	IP68, IP69K	Standard	Dual mode: R149 +off-road	40	425 (448)	109.99
Osram	Lightbar VX250-CB	10 inch	straight	Double row	(blank)	1.5W	IP67	open wire	R112	30	170	95
W-light	Typhoon 390	15 inch	straight	Double row	72	3W	IP67, IP69K	DT	R112	40	No data	88

Philips Ultinon Drive UD5050L   Osram VX250-CB   W-Light Typhoon 390

Philips:
- **Dual mode: ECE R149 and off-road (Boost mode)**
- **Longer beam**
- **ECE reference number 40**
- **Better waterproof**
- **Standard connector**
- **Durable bracket with stainless steel (>400h salt spay test)**

UD5001L: 10-inch LED lightbar

Brand	Product	Length	Shape	LED installation	Nominal LED power	LED Chips	IP	Connector	ECE	ECE Ref.	Dist. At 1 lux-m	Listed price-€
Philips	10-inch LED lightbar	10 inch	straight	Single row	50	5W	IP68, IP69K	DT	R112	37.5	387	99.99
Osram	Lightbar FX250-CB	10 inch	straight	Single row	(blank)	3W	IP67	DT	R112	27.5	320	155
Osram	Lightbar SX300-CB	10 inch	straight	Single row	(blank)	3W	IP69K	open wire	R112	10	210	135
Optibeam	Captain 60W	15 inch	straight	Single row	60	5W	IP68	DT	R112	30	No data	113

Philips Ultinon Drive UD5001L

Osram Lightbar FX250-CB

Optibeam captain 60w

Osram Lightbar SX300-CB

Philips:
- **Longer beam**
- **Better illumination (ECE Ref. 37.5)**
- **Better waterproof**
- **Standard connector**
- **Durable bracket with stainless steel (>400h salt spay test)**

UD5002L: 20-inch LED lightbar

Length	Brand	Product	Shape	LED installation	Nominal LED power	LED Chips	IP	Connector	ECE Cert.	ECE Ref.	Dist. At 1 lux-m	Ave.Listed price-€
20 inch	Philips	20-inch, Single row LED lightbar	straight	Single row	100	5W	IP68, IP69K	Standard	R149	40	427	139.99
	Optibeam	Pioneer 600	straight	Single row	100	10W	IP68	DT	R149	45	No data	159
	Optibeam	Power Captain, 90W	straight	Single row	90	5W	IP68	DT	R149	40	No data	149
	Optibeam	Commander, Black Edition	curved	Single row	120	15W	IP68	DT	R149	30	No data	174
	W-light	Wave 500	curved	Single row	105	7W	IP67	open wire	R149	45	572	99
	W-light	Comber/8020100395	curved	Single row	150	10W	IP67	open wire	R149	45	648	175
	Osram	Lightbar VX500-CB	straight	Single row	(blank)	3W	IP67	open wire	R149	17.5	415	89
	Osram	Lightbar SX500-CB	straight	Single row	(blank)	3W	IP69K	open wire	R149	20	290	210
	Osram	Lightbar FX500-CB	straight	Single row	(blank)	1.5W	IP67	DT	R149	45	440	205

Philips:
- **Better waterproof**
- **Standard connector**
- **Durable bracket with stainless steel (>400h salt spay test)**

UD5003L: 20-inch double-row LED lightbar

Length	Brand	Product	Shape	LED installation	Nominal LED power	LED Chips	IP	Connector	ECE cert.	ECE Ref.	Dist. At 1 lux-m	Listed price-€
20 inch	Philips	20-inch, double row LED lightbar	straight	Double row	200	5W	IP68, IP69K	Standard	R149	45	436	169.99
	Optibeam	Power Captain Dual	straight	Double row	170	5W	IP68	DT	R149	50	No data	179
	W-light	Snowstorm (Heating lens 5-40 degree)	straight	Double row	140	3W	No data	No data	R149	45	432	191
	W-light	Typhoon 590	straight	Double row	120	3W	IP67, IP69K	DT	R149	45	(blank)	99

Philips Ultinon Drive UD5003L

Optibeam Power Captain Dual

W-Light Typhoon 590

W-Light Snowstorm

Philips:
- **Better waterproof**
- **Standard connector**
- **High-power LED**
- **Durable bracket with stainless steel (>400h salt spay test)**

UD5004L: 30-inch LED lightbar

Length	Brand	Product	Shape	LED installation	Nominal LED power	LED Chips	IP	Connector	ECE	ECE Ref.	Dist. At 1 lux-m	Ave.Listed price-€
30 inch	Philips	30-inch, Single row LED lightbar	straight	Single row	150	5W	IP68, IP69K	Standard	R149	50	458	169.99
	Optibeam	Optibeam Pioneer 800	curved	Single row	160	10W	IP68	DT	R112	45	No data	179

Philips:

- **Strong beam and higher ECE Ref: 50 vs. 45**
- **Better waterproof**
- **Durable bracket with stainless steel (>400h salt spray test)**

Philips Ultinon Drive UD5004L

Optibeam Pioneer 800

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Go-to-market

EMEA Go-to-market

Product packaging

Product & lifestyle images

Product codes & logistics information

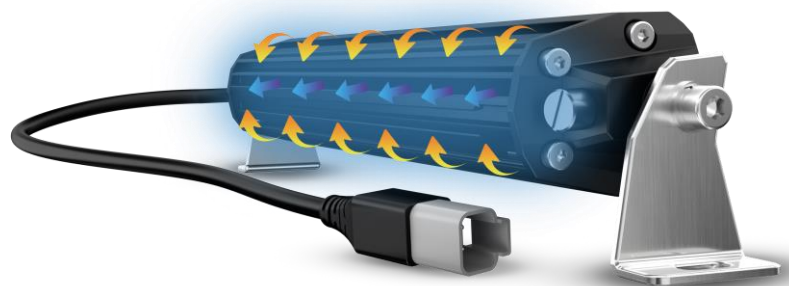Product pricing

Benchmark with Market

Packaging 3D – Carton package

Carton box, X1

Product pictures

Lifestyle Ultinon Drive LED Lightbars

Comparison pictures

Regular high beam

Ultinon Drive LED Lightbars

Codes

Description	Order Entry	GOC	MOQ	EAN1	EAN3	12NC
5001L 10 inch UD5001L X1	UD5001LX1	01484994	4	8719018014849	8719018014856	9237.950.00101
5002L 20 inch UD5002L X1	UD5002LX1	01486394	4	8719018014863	8719018014870	9237.950.00201
5003L 20 inch Dual UD5003L X1	UD5003LX1	01488794	4	8719018014887	8719018014894	9237.950.00301
5004L 30 inch UD5004L X1	UD5004LX1	01490033	2	8719018014900	8719018014917	9237.950.00401
5050L 10 inch Boost UD5050L X1	UD5050LX1	01493194	4	8719018014931	8719018014924	9237.950.00501

Logistics information

REFERENCE	12NC	PACK	EAN1					EAN3					Pallet				
			QTY	L	B	H	Gross Weight	QYY	L	B	H	Gross Weight	QTY	L	B	H	Gross Weight
UD5001LX1	9237.950.00101	X1	1	35.0	9.0	9.0	742	4	37.0	20.0	20.0	3.0	360	115	100	140	277
UD5002LX1	9237.950.00201	X1	1	61.0	9.0	9.0	1,195	4	63.0	20.0	20.0	4.8	168	120	100	140	210
UD5003LX1	9237.950.00301	X1	1	61.0	10,5	9.0	1,637	4	63.0	20.0	23.0	6.6	140	120	100	130	239
UD5004LX1	9237.950.00401	X1	1	86,5	9.0	9.0	1,620	2	88.0	20.0	11.0	3.3	132	110	100	140	225
UD5050LX1	9237.950.00501	X1	1	35.0	10.5	9.0	1,020	4	37.0	20.0	23.0	4.1	300	115	100	135	316

Product pricing

DESIGNATION	REFERENCE (Order entry)	RRSP
Ultinon Drive 5001L 10" single-row LED Lightbar	UD5001LX1	99.99 €
Ultinon Drive 5002L 20" single-row LED Lightbar	UD5002LX1	139.99 €
Ultinon Drive 5003L 20" double-row LED Lightbar	UD5003LX1	169.99 €
Ultinon Drive 5004L 30" single-row LED Lightbar	UD5004LX1	169.99 €
Ultinon Drive 5050L 10" double-row boost LED Lightbar	UD5050LX1	109.99 €

Refer to marketing toolkit for channel pricing