



# Philips X-tremeVision Pro150

*The best blend of  
high brightness and lifetime*

EMEA Product Marketing

Lamps

June 2020

## Three Philips propositions



Best performance-lifetime bulb



Brightest road-legal bulb



Whitest road legal bulb



# X-tremeVision Pro150





Proposition appealing to rational



## Philips X-tremeVision Pro150

The ideal car lights for families: brightness that lasts



Young parents, above average income.  
Is willing to spend a higher amount on upgrade lights.

Car maintenance is the finishing touches for a perfect drive experience and to reinforce safety.

Cars represent  
Excitement and Safety.

Wants to protect the family and drive with bright, powerful light.



**Sources:**

*Blauw study, Halogen concept all countries, 2015*

*MetrixLab, Headlight performance test, 2019*

Proposition appealing to rational

# Philips X-tremeVision Pro150

*The best blend of high brightness and lifetime*



## Up to 150% brighter light\*

*Innovative filament design, new glass technology and comfortable **whiteness** for enhanced visibility.*

## A lifetime of safety

*Lasting performance for **up to 450 h\*\***:*

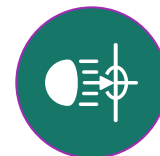
*The X-tremeVision Pro150 shows probably the highest lifetime in a powerful bulb, enabled by tailor-fit gas composition.*

## High-performance beam

*Throwing light far ahead on the road to be able to react faster and drive safer, Philips X-tremeVision Pro150 provides **up to 70 meters of additional safety distance.\*\*\****

## Comfortable light color

*A cool light of up to **3 400 K** for more contrast and greater visibility, keeping drivers alert for longer.*



\*Compared to minimum legal standard. Applies to H1, H4, H7, H11, HB3, HB4, HIR2. W5W no performance claim due to position light application.

\*\* Lifetime differs per type. Indication for H7.

\*\*\*Compared to derived minimum after ECE regulation, based on 1 Lux. Farthest distance from the car. Applies to H4, H7.

Available in :



W5W

H1 H4 H7 H11 HB3 HB4 HIR2

# Background





# Philips X-tremeVision Pro150

Drive in safety with 150% brighter light





*More safety thanks to...*





Up to 150% brighter light

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Up to 70 meters more safety distance

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More contrast and visibility

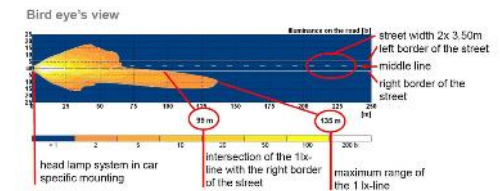
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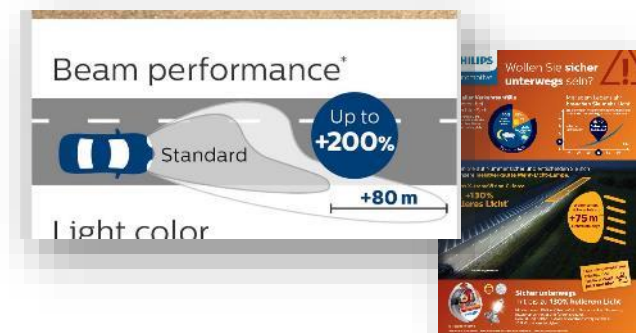
# Introducing a new claim for performance ranges

## *Beam length for additional safety distance*

- Metrixlab study confirmed **brightness as no.1 claim** that is understood and drives consumer purchase intent
- **Secondary claim of +x meters of safety distance** converts well into more tangible understanding of safety and hence further increases purchase intent
- Claim: Additional 70 meters safety distance (H4, H7)
- **Reference point** is a derivative of ECE regulations, at approximately 107 meters from the car. This serves as the derived **legal minimum standard**, so our claims **add significant safety distance** for the driver to make good decisions in time. Measurement is furthest distance from the car.
- Secondary claim will be used on the back of the pack, in POS material, online, catalog and sales collateral



Measurement based on 1 lux, farthest distance from car.



Draft versions of application in POS, online, WLTB and packaging.





*High lifetime thanks to...*





New Diamond Precision quartz glass

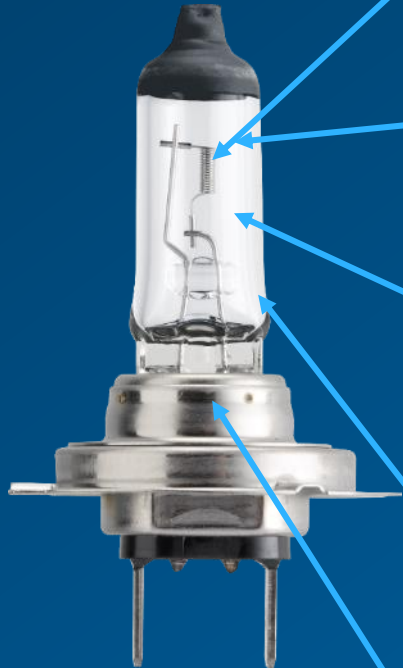
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Optimal gas composition

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# Technology building blocks



## Filament

High precision and high luminance filament for better road illumination. Dedicated in-house design and manufacturing department.



## Gas filling

Each individual bulb type uses a tailor-fit high-pressure gas composition for maximum performance combined with best lifetime in class



## Coating

A layer of coating serves multiple purposes: Style, safety, comfort and conformity with regulations.



## *Diamond Precision quartz glass*

Resistant to thermal shock, Philips quartz glass is ensuring a longer lifetime. Featuring a UV block, they are the best protection of plastic headlight cover against harmful UV light. And the latest innovation in production technology allows for even sharper, more powerful light output.



## Alignment

Special base design for high precision bulb alignment and most accurate fit of filament in the reflector.



# Diamond Precision: new quartz glass production technique

*Higher light throughput for more powerful light beam*

- The new production technique of Philips *Diamond Precision* quartz glass results in even higher clarity.
- A new flashing process developed by the top experts in development and production leads to higher light throughput that allows an even sharper cutoff line and an even stronger sweet spot for more brightness where it counts.
- As a consequence, you see a significant improvement both in brightness and a further reduction of glare levels.
- Since the 1960s, Philips automotive bulbs have been featuring quartz glass rather than the widely used hard glass. This results in very high resistance against thermal shock and pressure resistance, with positive effects on actual lifetime in real road conditions.





# What's so specific about quartz glass?

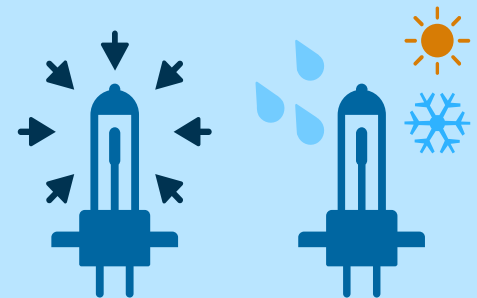
## Thermal shock and pressure resistance

- Quartz glass consists of pure silicon dioxide ( $\text{SiO}_2$ ) (= quartz sand)
- Compared to normal hard glass, quartz glass has a lower thermal expansion when heated up (= lower thermal expansion coefficient) and a much higher melting temperature
- Therefore Philips quartz glass is very thermal shock and pressure resistant

### Benefits

The gas pressure inside the bulb can be increased to **up to 15 bar**

- which significantly improves the balance of performance and lifetime
- without a risk of bulb explosion



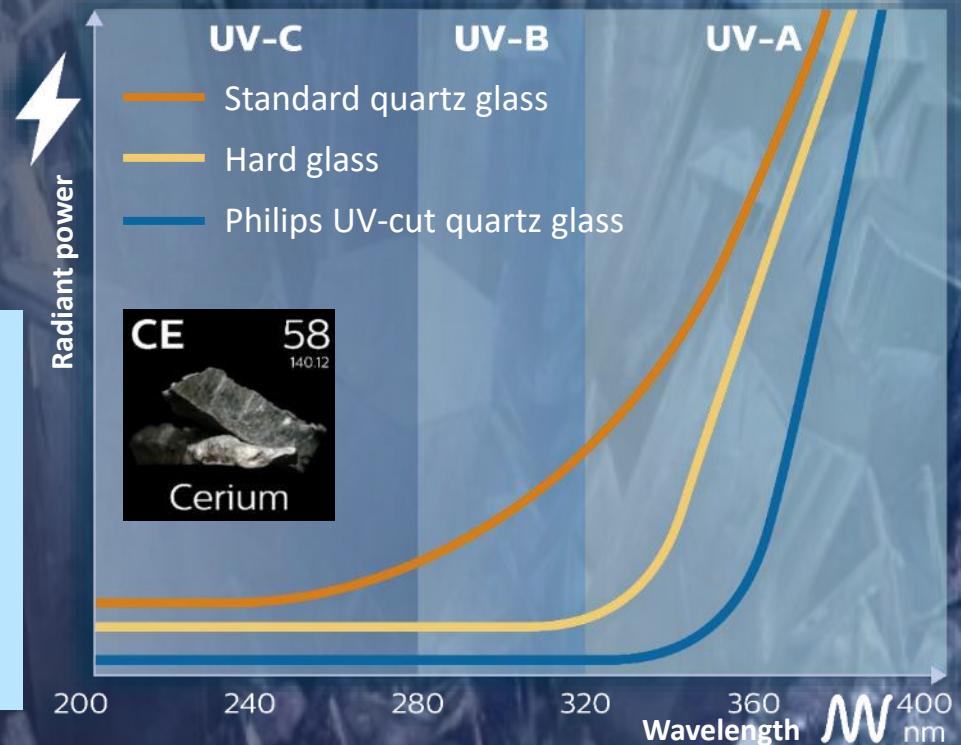
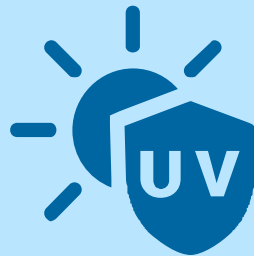
# What's so specific about quartz glass?

## UV-block quartz glass

- UV light coming from the filament can be harmful for the plastic cover of the headlamp
- In order to block the UV light, Philips quartz glass is “doped” with atoms of a chemical element called Cerium (Ce)

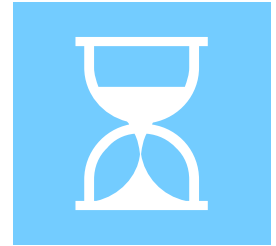
### Benefits

UV-block quartz glass bulbs achieve the best UV absorption factor in class for a long lifespan of the car's headlamp.



## Gas composition and lifetime

- The gas filling has an important impact on the **lifetime** of halogen bulbs
- Philips halogen car bulbs are using an individually composed **gas composition** for each individual bulb type
- These secret recipes consist of noble gases like Xenon and Krypton and a mix of precisely dosed halogen







***Wide portfolio...***





H1, H4 & H7 in S2 pack

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H11, HB3, HB4 & HIR2 in B1 pack

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W5W in B2 pack

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# Benchmark



### \*H7 XVP vs. Comp A:

- Lifetime H7: +80% or
- Brightness claim: +50%



	Philips RacingVision GT200	Comp A +150%
Light performance	Up to 200%* Up to 80m longer beam**	Up to 150% <i>Up to 150m long beam</i>
Light color	Up to 3 500K (H7)	Up to 20% whiter light
Lifetime	Up to 250 (H7)	Up to 250h (H7)
Range	H4, H7	H1, H3, H4, H7, H8, H11, HB3, HB4



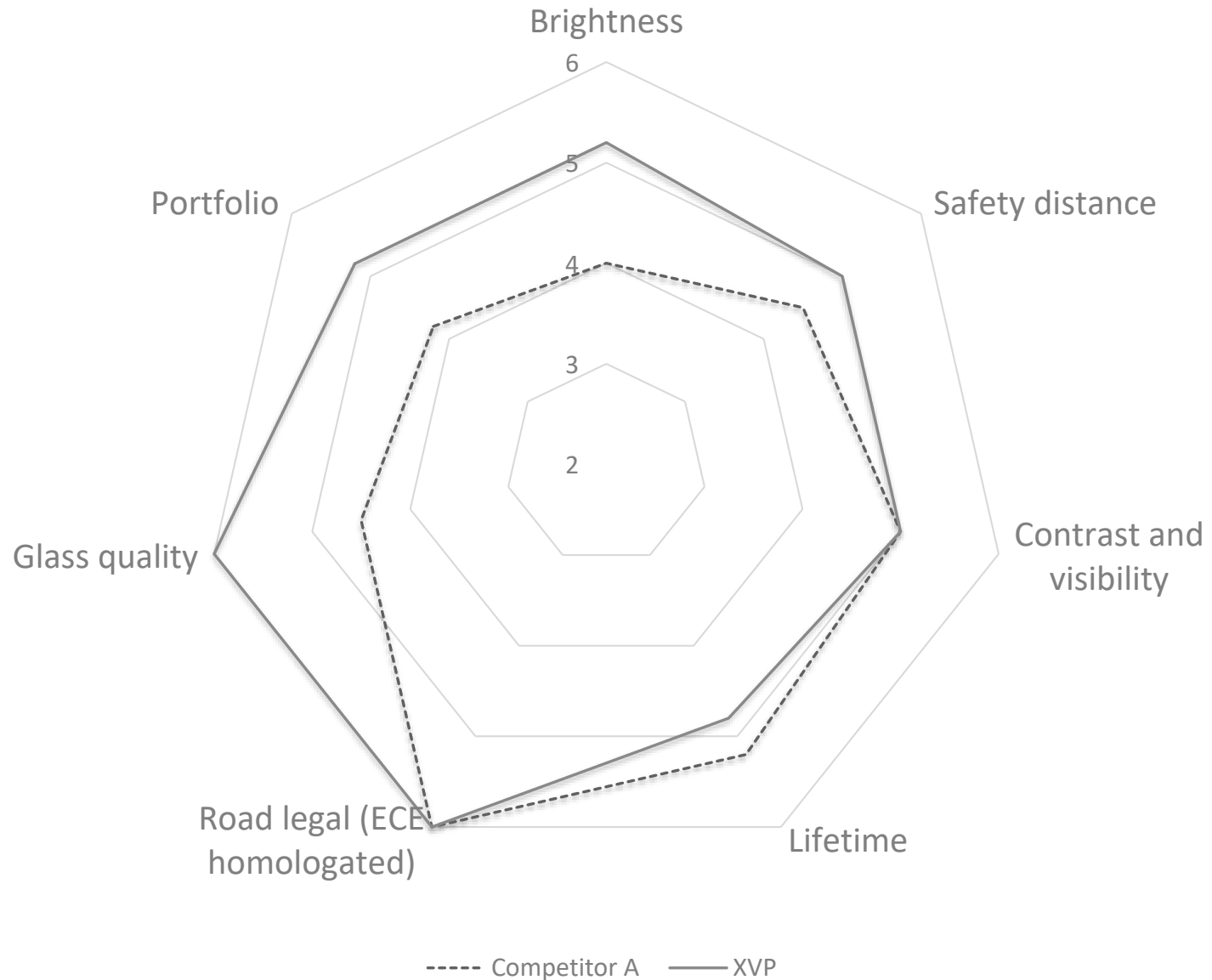
	Philips X-tremeVision Pro150	Comp A +100%
Light performance	Up to 150%* Up to 70m longer beam**	Up to 100% Up to 130m long beam
Light color	Up to 3 400K (H7)	Up to 20% whiter light
Lifetime	Up to 450h (H7)	Up to 550h (H7)
Range	H1, H4, H7, H11, HB3, HB4, HIR2, W5W	H1, H4, H7, H11

\*Compared to minimum legal standard. Applies to headlight bulbs.

\*\*Compared to derived minimum after ECE regulation, based on 1 Lux. Farthest distance from the car. Applies to H4, H7.

# X-tremeVision Pro150

clearly outperforms competitor A




# Philips X-tremeVision Pro150

## New vs Current/last generation



# Philips X-tremeVision Pro150 vs. last generation

Features	XVP150 	XV+
Brightness*	<b>Up to +150%</b>	Up to +130%
Beam length**	<b>+70 meters</b>	-
ECE / road legal	Yes	Yes
White light	3,400 K	3,500 K
Range	<b>H1, H4, H7, H11, HB3, HB4, HIR2, W5W</b>	H1, H4, H7
Lifetime (Tc, in h, H4/H7)	540 / 450	540 / 450

\*Compared to minimum legal standard.

\*\*Compared to derived minimum after ECE regulation, based on 1 Lux. Farthest distance from the car.

# Philips X-tremeVision Pro150: development on building blocks

## *Quartz glass and gas composition*

- To increase performance was possible through **Diamond Precision quartz glass** production technique and **tailor-made gas composition**, using the well-developed gradient coating and filament design of the previous generation.



## Technology building blocks







# EMEA Go-to-market



# Updated marketing pillars

## Which **car lamp** do you need?

### Enhanced brightness

New

Up to **200%** more brightness\*

**RacingVision GT200**

Beam up to +80 m\*\*\*



Beam performance\*

Light color\*\*

Up to **3500 K**

Standard 3100 K

Lifetime\*\*

Up to **250 h**

Standard 3100 K

Available in H4, H7

New

Up to **150%** more brightness\*

**X-tremeVision Pro150**

Beam up to +70 m\*\*\*



Beam performance\*

Light color\*\*

Up to **3400 K**

Standard 3100 K

Lifetime\*\*

Up to **450 h**

Standard 3100 K

Available in H1, H4, H7, H11, HB3, HB4, HIR2

Up to **60%** more vision\*

**VisionPlus**



Beam performance\*

Light color\*\*

Up to **3250 K**

Standard 3100 K

Lifetime\*\*

Up to **500 h**

Standard 3100 K

Available in H1, H4, H7

### Unique style

New

**Sharp white look**

**WhiteVision ultra**

H4, H7 up to **4200 K**



Beam performance\*

Light color\*\*

Up to **4200 K**

Standard 3100 K

Lifetime\*\*

Up to **350 h**

Standard 3100 K

Available in H1, H3, H4, H7, H8, H11, HB3, HB4, HIR2, PSX24W

### Extended lifetime

Lifetime up to **1500 hours\*\***

**LongLife EcoVision**



Beam performance\*

Light color\*\*

Up to **3100 K**

Standard 3100 K

Lifetime\*\*

Up to **1500 h**

Standard 3100 K

Available in H1, H3, H4, H7, H11, H18, H19, HIR2

### Rational choice

Up to **30%** more vision\*

**Vision**



Beam performance\*

Light color\*\*

Up to **3200 K**

Standard 3100 K

Lifetime\*\*

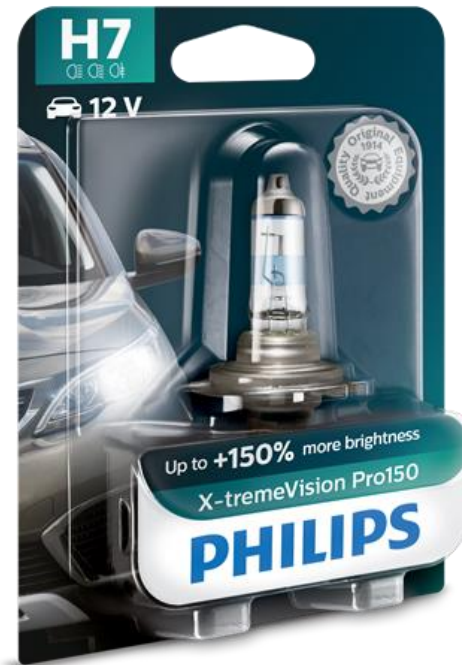
Up to **600 h**

Standard 3100 K

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

Available on OTMM

## Packaging 3D – Special S2 & Blister B1





# Promotional displays:

Counter x4, x6, x12,  
empty floor, empty mixed x12 & floor







## Advertisement





Available on OTMM

## Lifestyle X-tremeVision Pro150





## Product codes and logistics

DESIGNATION	REFERENCE (Ordering entry)	GOC	MOQ (packs)	PACK	V	W	BASE	12NC	EAN1	EAN3
H1 12258 XVP 12V 55W P14,5s S2	12258XVPS2	0056562 8	5	S2	12V	55W	P14,5s	9287.601.34 802	87190180056 56	8719018005 663
H1 12258 XVP 12V 55W P14,5s B1	12258XVPB1	0054963 0	10	B1	12V	55W	P14,5s	9287.601.34 801	87190180054 96	8719018005 502
H4 12342 XVP 12V 60/55W P43t- 38 S2	12342XVPS2	0056702 8	5	S2	12V	60/55W	P43t-38	9287.601.34 902	87190180056 70	8719018005 687
H4 12342 XVP 12V 60/55W P43t- 38 B1	12342XVPB1	0055333 0	10	B1	12V	60/55W	P43t-38	9287.601.34 901	87190180055 33	8719018005 540
H7 12972 XVP 12V 55W PX26d S2	12972XVPS2	0056942 8	5	S2	12V	55W	PX26d	9287.601.35 002	87190180056 94	8719018005 700
H7 12972 XVP 12V 55W PX26d B1	12972XVPB1	0055573 0	10	B1	12V	55W	PX26d	9287.601.35 001	87190180055 57	8719018005 564
H11 12362 XVP 12V 55W PGJ19- 2 B1	12362XVPB1	0055192 8	5	B1	12V	55W	PGJ19-2	9287.601.35 701	87190180055 19	8719018005 526
HB3 9005 XVP 12V 60W P20d B1	9005XVPB1	0055712 8	5	B1	12V	60W	P20d	9287.601.35 101	87190180055 71	8719018005 588
HB4 9006 XVP 12V 51W P22d B1	9006XVPB1	0055952 8	5	B1	12V	51W	P22d	9287.601.35 201	87190180055 95	8719018005 601
HIR2 9012 XVP 12V 55W PX22d B1	9012XVPB1	0056182 8	5	B1	12V	55W	PX22d	9287.601.35 301	87190180056 18	8719018005 625
W5W 12961 XVP 12V B2	12961XVPB2	0056323 0	10	B1	12V	5W	W2,1x9,5 d	9287.601.35 601	87190180056 32	8719018005 649



# Marcom Activation

## Story telling

- Lifestyle pictures
- *Original equipment quality video*
- *Halogen manufacturing excellence video*

## Sales

- Trade presentations including benchmarks
- Infopasses
- Packaging and bulb pictures
- Sales pitch

## Training

- Halogen manufacturing excellence video
- Original equipment quality video
- Catalog

## Digital

- Philips websites
  - New Innovation page *(coming in August 2020)*
  - New Halogen topic pages *(coming in August 2020)*
  - Halogen innovation videos *(summarising all innovation, coming in August)*

## Press

- Press release



