



# PHILIPS Ultinon Pro5000 LED

*“Taking bright white light to the next level”*

**Swati Singh - EMEA Product Manager**

LED Upgrades

Jun 2020

# LED upgrade disclaimer

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Not for use on public roads  
Off road use only!

It is your own responsibility to ensure that the use of the LED retrofit lights complies with applicable local legal requirements.

# The Philips LED headlighting bulbs **new** ranges

Launched in  
April 2020



*Stylish LED Lighting that's  
easy to fit*

Ultinon Essential



*Taking bright white light  
to the next level*

Ultinon



*Original automotive  
performance in LED*

XtremeUltinon gen2

# The Philips LED headlighting bulbs **new** ranges

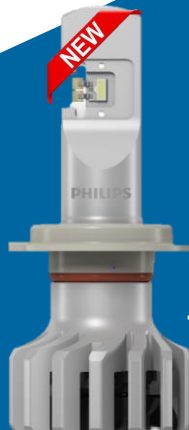
Launched in  
April 2020



*Stylish LED Lighting that's  
easy to fit*

Ultinon Essential

Coming soon in  
August 2020



*Taking bright white light  
to the next level*

Ultinon Pro5000 HL

Coming soon in  
August 2020



*Original automotive  
performance in LED*

Ultinon Pro9000 HL

Taking bright white light to the next level

**Philips Ultinon Pro5000 HL**



NEW

# Ultinon Pro5000 LED HL

## Philips Ultinon Pro5000 HL range offering



≈ H7



≈ H4



≈ Fog (H8/H11/H16)



≈ HIR2



≈ HB3/4



≈ H3



≈ H1



≈ H11

*Taking bright white light to the next level*

1



- **160% brighter light for extra visibility**

2



- **5800K cool white light color for driving comfort**

3



- **Safe beam technology for glare-free driving**

4



- **3000 hours lifetime**

# Key advantages of Philips Ultinon Pro5000 HL LED

1



- **OEM LEDs**

Specifically designed to meet requirements of automotive environment (performance at high temp)

*Always a step ahead, Philips Ultinon Pro5000 is driving performance **with its exclusive OEM Lumileds LED chips**. Get reliable performance.*



# Key advantages of Philips Ultinon Pro5000 HL LED

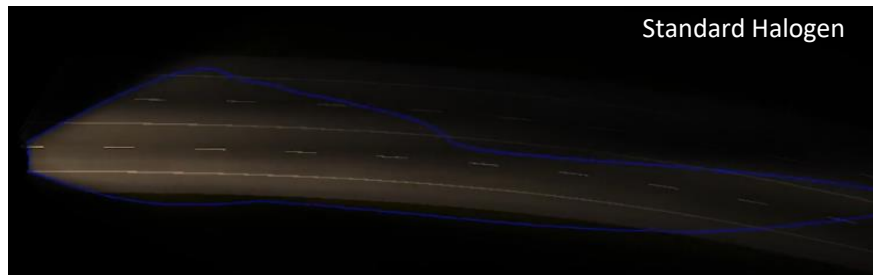
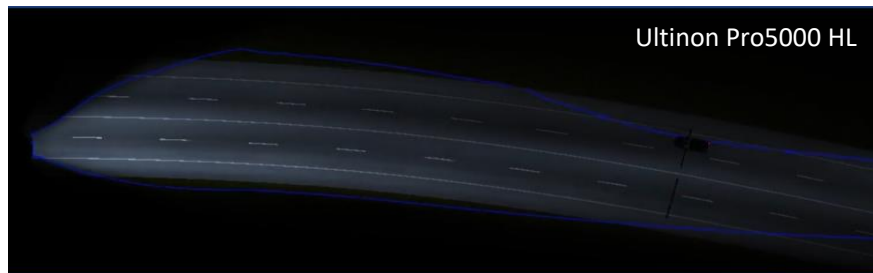
2



- Up to **+160% brighter light\***

*Boost long-range visibility for night driving and short-range brightness for spotting other road users and hazards.*

*With SafeBeam technology, Philips UltinonPro 5000 LED car headlight bulbs increase your visibility by up to 160%\*. Once you experience this daylight-like effect, you'll always prefer LED.*



\* Up to +160% compared with the ECE R112, superior visibility for driving. FOM : +150%, CCT : +100%



# Key advantages of Philips Ultinon Pro5000 HL LED

3



**Cool White light** with up to **5800 K** (OEM standards)

*With a high color temperature of up to 5800 Kelvin, the Philips Ultinon Pro5000 produces a bright white light that's close to daylight. The clearer vision this provides makes it easier to spot obstacles and take the perfect driving line. The optimal color temperature avoids tiring or straining the eyes, giving you more comfortable and safer night-time driving.*



*More than 6500 K, reduces contrast, deteriorate driving sight and increase perception of glare. That's why we choose 5800K for maximum eye comfort*

\*Compared to the minimum legal standard for the Halogen bulbs

**PHILIPS**

# Key advantages of Philips Ultinon Pro5000 HL LED

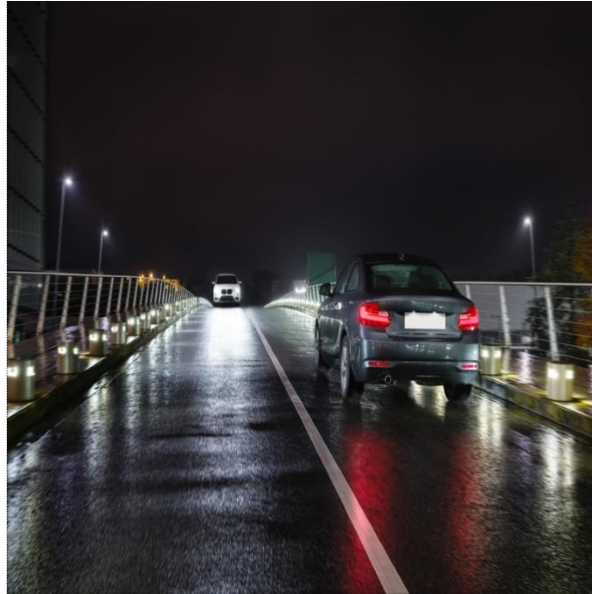
4



## Glare-free driving with Philips Safe beam Technology\*

*With SafeBeam technology, Philips UltinonPro 5000 LED car headlight bulbs increase your visibility by up to 160%\*.*

*The more you see, the better you perform, and the faster you react, the safer you are. So defeat darkness, choose Philips and start driving at night with greater confidence and control*



*Unlike other LED bulbs, who produce very bright light but glare all oncoming drivers (making the road dangerous for other road users), Philips Ultinon Pro5000 produce light which is glare free and safer for all road users.*



SafeBeam,  
Perfect vision  
at night

\*Comply with Halogen ECE R112 beam requirement  
Safebeam for all types except for H3

**PHILIPS**

# Key advantages of Philips Ultinon Pro5000 HL LED

5

- **3000 hours lifetime**

*You want bright, stylish headlights but you don't want to keep replacing failed lamps.*

*LED lights generate heat that must be managed. Philips AirBoost technology is a smart cooling system that diverts heat away from the light's critical components. Greater heat resistance enables Philips Ultinon LED to last longer than comparable products currently on the market.*

*Philips Ultinon Pro5000 provides up to 3,000 hours' use.*



Action fan-based cooling system



Action fan-based cooling system with one-piece bulb design, ensuring efficient transmission of heat

\*AirBoost available in H7, H4, FOG, H11, HIR2, HB3/4

\*\*AirCool available in H1 and H3

# Few extras

**Swati Singh - EMEA Product Manager**

LED Upgrades

Jun 2020

# Key advantages of Philips Ultinon Pro5000 HL LED

6



## High compatibility with existing car park

*Philips Ultinon Pro5000 is compatible with most popular cars in Europe. See [Car Compatibility List](#) on Philips page*

*It is also compatible with both 12V and 24V electrical systems, making it suitable for most vehicle types.*



12V / 24V

Electrically compatible with  
Car & Trucks



Reflector / Projector\*  
compatibility

Superior light diffusion  
Optimized for projector headlights. Extra  
boost to reflector.

\* all types are compatible with both optics except H4 which is never used in projector headlamp

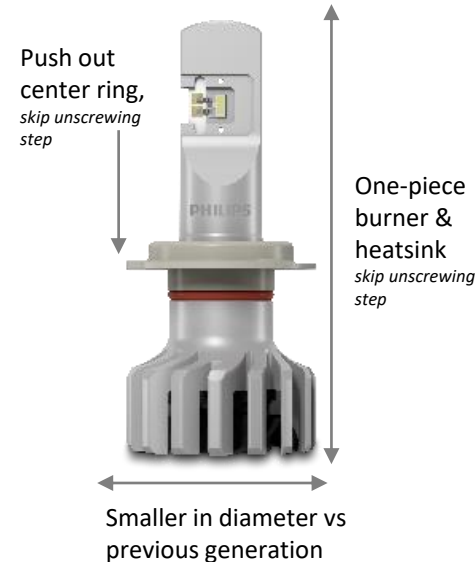
# Key advantages of Philips Ultinon Pro5000 HL LED

7



## Ease of installation, compact design

*Philips UltinonPro 5000 LED's brand-new design takes up minimal space in the headlamp unit. Its one-piece design and integrated electronics make fitting easier, too. This bulb is compatible with a wide range of car models and can be easily installed by DIYers or specialist mechanics.*



\*In some rare cases, an additional light repair CANbus might be required to eliminate the flickering completely

# Key advantages of Philips Ultinon Pro5000 HL LED

8



**Installation with peace of mind – 3 years warranty\***

*Install Philips Ultinon Pro5000  
with peace of mind*

*Philips Ultinon Pro5000 provides  
you 1 year of extended warranty*



**3  
years  
Warranty\***

*\*Applies only for non-commercial applications.*

*Applicable for European union countries. For other countries, local warranty standard applies*

**PHILIPS**




# Philips Ultinon Pro5000 HL range

New vs Current/last generation



= same as in current range  
+++ improved vs last range

# Philips Ultinon Pro5000 HL versus last generation

Features	Description	New H1	New H3	H4	H7	Fog H8/16/11	New H11	New HB3/4	New HIR2
LED light engine	now: OEM grade LED			+++	+++	+++			
Brightness	Up to +160%			=	=	=			
White light	5800 K			=	=	=			
12/24V compatibility	New range is 24V compatible			++	++	++			
Compact all-in-one design	Integrated driver* and one-piece design Integrated CANbus**			+++	+++	+++			
Reliable durability	New cooling system  AirBoost***			+	+	+			
3 years warranty ****	Lifetime : 5000 hrs			=	=	=			

\* external driver for H1 and H3

\*\* Light repair CANbus to eliminate flickering is integrated in bulb. Please note CANbus to remove dashboard error is not integrated in the bulb

\*\*\* cooling system of H1 & H3 is "AirCool" \*\*\*\*Applies only for non-commercial applications. Applicable for European union countries. For other countries, local warranty standard applies

# Philips Ultinon Pro5000 HL

## Technical benchmark [≈H7]

# Beam performance

## Highly homogeneous beam pattern in new Ultinon Pro5000 HL

Lamp	Bulb	Imax	Glare<420	FOM
		[cd]	[cd]	[cd]
OEM VW Lavida( low-end)	NA	42600	263	67949
OEM Audi-Q3( high-end)	NA	33900	278	117887
Chevy Captiva (projector)	H7 halogen	15900	220	58842
Chevy Captiva (projector)	H7 UL	13800	228	51331
Buick encore(reflector)	H7 halogen	32400	308	53104
Buick encore(reflector)	H7 UL	40700	201	68797

OEM Audi-Q3 performance is better than OEM Lavida.  
Compare to Captiva

projector luminaire , OEM is better than aftermarket LED.  
Compare to encore reflector luminaire, aftermarket UL performance close to OEM Lavida but still have gap to OEM Audi-Q3.

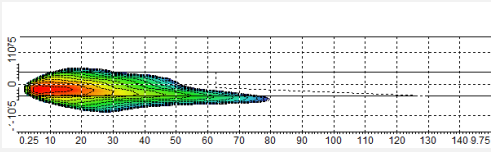



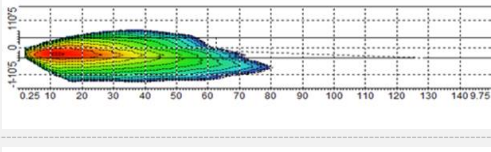



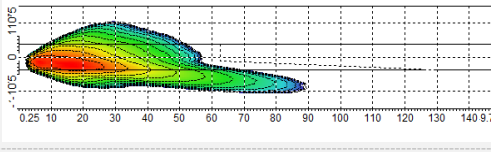



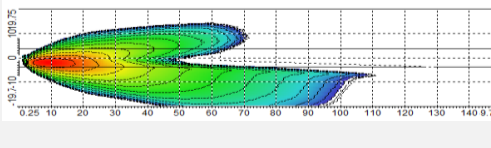





Captiva



Encore

# Bird-eye view (Reflector optics)

Bulb	Glare<420 [cd]	Beam length	Beam Width	Beam Pattern
Halogen				
Ultinon Pro5000				
OEM Lavida (low-end)				
OEM Lavida (high-end)				

**Note:**

- Judged on how well the LED imitate and improve w.r.t the Halogen beam visibility, width and pattern
- Bird eye view based on 3lx and eye view length and width is key parameter



# EMEA Go-to-market

# EMEA Go-to-market



**Product packaging**



**Product images**



**Product codes**



**Product pricing**



**Product Channelization**



**Product Accessories**



**Warranty**



**Compatibility List with existing car park**



**Marcom activation**



**User manual**

# Product Packaging Ultinon Pro5000 HL



*Premium Gift box packaging, compact size*

| all types



- ✓ *Packaging with lifestyle picture*
- ✓ *Off-road claim on the back side*
- ✓ *3 years warranty on front of the pack*
- ✓ *12V-24V compatible on front of the pack*

# Discover our Ultinon Pro5000 HL Range



New



Automotive  
Grade Quality



EMC



12V / 24V



Reflector / Projector  
compatibility



Safe beam  
Technology\*



AirBoost\*\*



# Launch timing HL

**Launch in August W35 (H4, H7, FOG)**

**Launch in October W44 (H1, H3, HIR2, HB3/4, H11)**

**Replacing Ultinon**

# Product codes and logistics



DESIGNATION	REFERENCE (ORDER ENTRY)	GOC	MOQ (No. of packs)	PACKAGE	RANGE	VOLTAGE	WATTAGE	12NC	EAN1	EAN3
LED Fog 11366 U50CW X2	11366U50CWX2	00776631	6	X2	U50	12/24V	12W	9282.701.24702	8719018007766	8719018007773
LED H1 11258 U50CW X2	11258U50CWX2	00778031	6	X2	U50	12/24V	15W	9282.701.24802	8719018007780	8719018007797
LED H11 11362 U50CW X2	11362U50CWX2	00780331	6	X2	U50	12/24V	15W	9282.701.24902	8719018007803	8719018007810
LED H4 11342 U50CW X2	11342U50CWX2	00782731	6	X2	U50	12/24V	15W	9282.701.25002	8719018007827	8719018007834
LED H7 11972 U50CW X2	11972U50CWX2	00784131	6	X2	U50	12/24V	15W	9282.701.25102	8719018007841	8719018007858
LED HB3/4 11005 U50CW X2	11005U50CWX2	00786531	6	X2	U50	12/24V	16W	9282.701.25202	8719018007865	8719018007872
LED HIR2 11012 U50CW X2	11012U50CWX2	00788931	6	X2	U50	12/24V	16W	9282.701.25302	8719018007889	8719018007896
LED H3 11336 U50CW X2	11336U50CWX2	00790231	6	X2	U50	12/24V	15W	9282.701.25402	8719018007902	8719018007919

# Product pricing



DESIGNATION	REFERENCE (ORDER ENTRY)	RRSP
LED Fog 11366 U50CW X2	11366U50CWX2	100 €
LED H1 11258 U50CW X2	11258U50CWX2	100 €
LED H11 11362 U50CW X2	11362U50CWX2	100 €
LED H4 11342 U50CW X2	11342U50CWX2	100 €
LED H7 11972 U50CW X2	11972U50CWX2	100 €
LED HB3/4 11005 U50CW X2	11005U50CWX2	100 €
LED HIR2 11012 U50CW X2	11012U50CWX2	100 €
LED H3 11336 U50CW X2	11336U50CWX2	100 €

*\* Refer to marketing toolkit for channel pricing*

# Product channelization

## Geography

Open for Europe, Africa,  
Middle East and Russia  
(except closed countries)\*

## Market channels

Open for all channels  
(WS, Retail and Online)

\* See in appendix, list of open and closed countries

## Get the perfect fit for LED retrofit bulbs!

### LED CANbus

LED retrofit and halogen bulbs differ from one another in terms of wattage, composition and power consumption.

To avoid an error message on the dashboard, a flickering, dimming effect, or even a no-light situation, we have developed smart solutions.

*Light repair CANBus (used to eliminate flickering) is already integrated in the Philips Ultinon Pro9000 & Ultinon Pro5000 bulb. No need for external accessories\**

*Our CANbus are compatible with all Philips ranges!*

Reliable Philips quality  
Convenient installation  
Waterproof connectors IP65 scored

\*In some rare cases, an additional CANbus might be required to eliminate the flickering completely

## Discover our LED Accessories range



Compatible with All Philips LED Ranges (existing & new ranges)

Philips Light repair CANBus against flickering



Available for H1 & H7

Philips Adaptor CANBus against dashboard signal



Available for H4, H7, FOG

**PHILIPS**

Discover our LED Accessories range



## Center Ring Portfolio

**Coming soon!**

*P.S: existing B,C and D connector rings are not compatible with new ranges (UE, U50 and U90). They are only compatible with existing range XU*

# Product Warranty

Quick reminder about Lumileds Warranty Policy for LED Upgrades

Philips Ultinon Pro9000 has 5 years warranty - 2 years + 3 years extended warranty\*

Philips Ultinon Pro5000 has 3 years warranty - 2 years + 1 years extended warranty\*

Ultinon Essential has 2 years warranty

Customers needs to register on Philips website to get the extended warranty

Excluded from the warranty : Professional use our from country amps (eg. Taxi, Truck)

Visit [Philips.com](https://philips.com) for more information

Philips UE 24V compatibility only refers to electrical compatibility :

It can be mounted in a truck without being damaged by the overvoltage and it will generate light

The mechanical resistance to truck vibration is not secured

The optical fit is not granted

\*applicable for European union countries only



**Online Page on Warranty  
Coming soon on Philips  
website in September!**

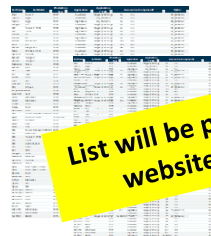


# Compatibility List



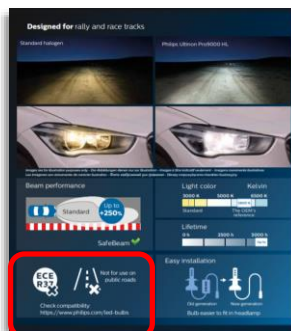
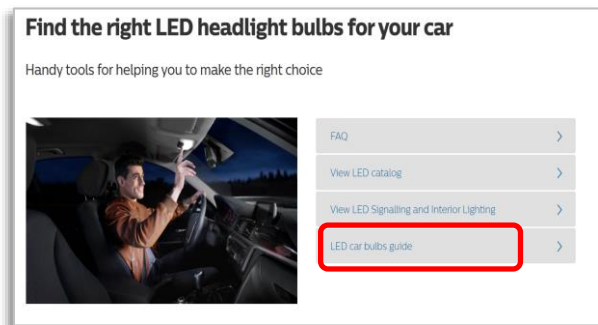
U90 and U50 has been physically tested on more than 60 popular cars in Europe. The list explains the car model, production year, requirement for CANbus or connector ring.

Car Brand	Car Model	Production Year	Application	Application (~ ECE)	Accessories to improve fit			Optics
					Adaptor Rings	CANBUS Control Unit	Not compatible without modification	
VW	Golf 6 TDI	2009	Low Beam	XUgen3/ H7 UL ge	yes	yes		H7_ Reflector
VW	Touran 2.0 TDI	2008	High Beam	JE Gen2 both versi	no	yes		H7_ Reflector
VW	Touran 2.0 TDI	2008	High Beam	H7 XU Gen2	no	yes		H7_ Reflector
VW	Golf 6 Variant	2011	Low Beam	XUgen3/ H7 UL ge	yes	yes	yes	H7_ Reflector
VW	T-Roc	2019	High Beam	JE Gen2 both versi	no	no		H7_ Reflector



List will be published on Philips website in September!

Compatibility list available on Philips website <https://philips.com/led-bulbs>



Our consumer can find this list by following the link mentioned on the packaging.



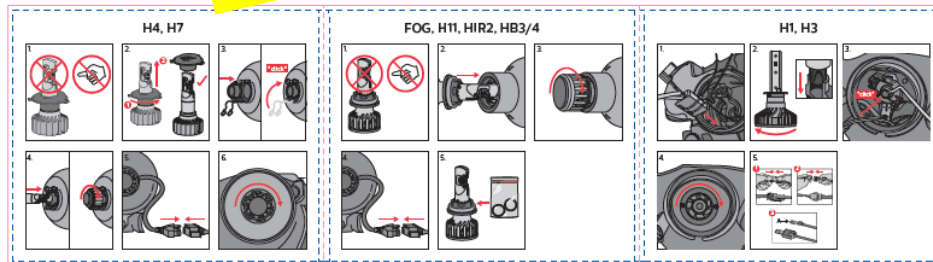
# User Manual

Coming in July

Same user manual for U50 and U90 as they have same body structure



Illustration only



For Internal  
Use Only

# Appendix

**EMEA Product Marketing**  
LED Upgrades  
June 2020

# Philips Ultinon Pro5000 HL

Features	H1	H3	H4	H7	Fog H8/16/11	H11	HB3/4	HIR2
LED light engine	SMD	SMD	TopContact	TopContact	TopContact	TopContact	TopContact	TopContact
Brightness	+160%	+160%	+160%	+160%	+160%	+160%	+160%	+160%
White light	5800K	5800K	5800K	5800K	5800K	5800K	5800K	5800K
Lifetime (hours)	3000	3000	3000	3000	3000	3000	3000	3000
12/24V compatibility	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Integrated driver	No	No	Yes	Yes	Yes	Yes	Yes	Yes
Integrated CANbus to eliminate flickering	No	No	Yes	Yes	Yes	Yes	Yes	Yes
Integrated CANbus to eliminate dashboard error	No	No	No	No	No	No	No	No
Heat management system	AirCool	AirCool	AirBoost	AirBoost	AirBoost	AirBoost	AirBoost	AirBoost
5 years warranty	3 years	3 years	3 years	3 years	3 years	3 years	3 years	3 years
Safebeam technology	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes
Projector headlamp	Yes	Yes	Not applicable	Yes	Yes	Yes	Yes	Yes
Reflector headlamp	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
IP rating	IP65	IP65	IP55	IP65	IP55	IP55	IP55	IP55

