



Which type are you?

The OSRAM lamp type guide

SEE THE WORLD IN A NEW LIGHT

OSRAM



Every person is an original

People differ in their preferences, their values and their demands. They make choices based on what they prefer, so why should car lamps be an exception?

It is true – lamps are only a very small part of a car. But a very important one. They are the car's "eyes". It is essential for your safety that you can see and are seen – not only at night! Better light means a better view – regardless of the type of vehicle you drive.

We know what we are talking about. For generations OSRAM has been at the forefront of lighting technology and we have put this expertise into a complete range of innovative, powerful and reliable car lamps.

Whether LIGHT@DAY®, SILVERSTAR®, COOL BLUE®, HALOGEN or DIADEM® – that's up to the motorist to decide. We have the right lamp or lamp family for every type – suiting their driving habits, their budgets and their tastes.

And what is most important: whatever type of lamp you chose, you'll always get the best, most reliable quality – 'MADE BY OSRAM'.

We do not take any risks where safety is concerned. As the worldwide greatest car lamp manufacturer, we know that quality shows itself in the smallest of details – a chip, the lamps or the wheel nuts. This is why all our lamps meet the strict quality requirements of international car manufacturers.

Which lamp type are you?

The safety-minded type:

Safety is your main concern? You not only want to see clearly but you also want to be seen earlier? This is why you always – day and night – drive with your lights on but you don't want to replace your car lamps more often?

For you, we recommend the LIGHT@DAY®-lamp family, which lasts up to three times longer than standard lamps.

The "night-owl" type:

You want to be in control when you're on the road, even after sunset? You often drive at night and you want to see what's ahead of you in time?

The particularly powerful SILVERSTAR®-lamp family, which gives you up to 50% more light on the road, is the one for you.

The design-conscious type:

You not only want to see the road ahead but you want to look good too? The stylish blue-white light of the exciting COOL BLUE®-lamp family was designed with you in mind. With a light temperature of up to 4,000 Kelvin, its light is bright white and will make your car look even more attractive, as it imitates the appearance of xenon-headlights.

The cost-conscious type:

You don't want to have to think about which lamp is the right one – you just want to be sure that you've made the right choice? You want cost efficiency and high quality all in one?

The standard HALOGEN-lamp family is the right choice for you.

The "indicator-lights-also-count" type:

For you it's not only the kind of lamp you use but the aesthetic impact of your car lighting? You love the stylish look that your clear-lens headlights give you? You will love our DIADEM® designer indicator lamps. Their sophisticated technology means that they only appear amber when flashing and the rest of the time they remain an attractive pearlescent white.

For the safety-minded type:

OSRAM LIGHT@DAY® for use night and day – lasts up to three times longer

“Last autumn, we had a disturbing experience. When we turned left into a shadowy road, we almost collided with another car, which didn’t have its headlights on. We just hadn’t seen it – although it was broad daylight. Since then we have always driven with our lights on, even during the day. This is why OSRAM LIGHT@DAY® is ideal for us. These lamps last as long as before even though the lights are now on all the time.”

It is official now: for example in Germany as well: By the use of daytime running lights alone, as much as 25% of fatal accidents and 35% of

road collisions were avoided. This is the result of a field test carried out by the Regional Road Safety Organisation of Lower Saxony*. During this “Light by Day” field test, posters instructed drivers in hazardous places to switch on their lights. The result was a significant decrease in accidents. Due to their special technology, LIGHT@DAY®-lamps last longer than traditional lamps. In other words: although LIGHT@DAY®-lamps are being used night and day,

they have the same life span as standard lamps. Their modern design with a silver tip (H4/H7) also makes them particularly suitable for use in clear-lens headlights.

*Source: Regional Road Safety Organisation of Lower Saxony, Large-area field test, Oct. '98 to Sept. '99, Germany



Maria G., Bologna, physician



LIGHT@DAY®-lamps also available for other important lights in the car (parking lights, interior lamps etc.).



For the “night-owl” type:

OSRAM SILVERSTAR® – up to 50% more light on the road

“In my job, I often have to drive at night. If I’ve been driving through a wooded area, I’ve often had deers suddenly appear in front of me. That’s when your heart definitely misses a beat. With OSRAM SILVERSTAR® I feel much safer. It has a much brighter beam so that I have more time to react.”



Jeff T., Sussex, England, taxi driver

Thanks to its special technology and newly developed filament, OSRAM SILVERSTAR® increases the amount of light on the road by up to 50%, compared with an equivalent standard halogen lamp. Its cone of light is up to 20 meters longer providing more safety and enabling you to see further ahead.

unlike some cheap lamps. This also makes them ideal for use in modern clear-lens headlights. So, these innovative lamps not only cast their light 50 to 70 meters ahead but also look particularly good in clear-lens headlights with silver reflectors.



OSRAM HALOGEN OSRAM H4 SILVERSTAR®



The OSRAM H4 and H7 SILVERSTAR®-lamps are equipped with a silver tip, which preserve their effect over the whole life span,



For the design-conscious type:

OSRAM COOL BLUE® – high-contrast blue-white light

“My father’s new car has xenon-headlamps. They’re fantastic! I also find their blue-white light much easier on the eyes. Unfortunately, my car can’t be retrofitted with them, so I tried the new OSRAM COOL BLUE®-lamps and they are the perfect visual fit for my car. Their light is very bright and very blue – almost like a xenon-lamp.”



COOL BLUE®-lamps also available for parking lights.

With its colour temperature of up to 4,000 Kelvin, OSRAM COOL BLUE® is among the bluest of the blue. “Blue-white” light looks better and is brighter, richer in contrast, closer to natural day light and therefore easier on the eyes. It illuminates the road and roadside subjectively by up to 20% more than traditional headlights. A motorist can drive longer without getting tired and therefore drive more safely.

Certain models of the COOL BLUE®-lamp family are equipped with a stylish silver tip, which is ideal for use in clear-lens headlights. Cool eyes – in every sense of the word.



Akiko K., Tokyo, carpenter



For the cost-conscious type:

The OSRAM HALOGEN lamp family – simply good and reliable

“When one of my car lamps failed three years ago, my boyfriend bought a cheap no-name product in a DIY-shop. It only lasted about six months. Then I bought an OSRAM HALOGEN-lamp – it didn’t cost much more than the no-name, but is much brighter and I still have it two years later. With OSRAM, I know what I’m getting.”



Mette V., Copenhagen, student

For major car manufacturers all over Europe, standard HALOGEN-headlamps from OSRAM are part of their standard equipment. The lamps’ excellent price performance and their proven quality are the reasons why cost-conscious drivers also choose OSRAM-lamps whenever they need to.

A spare-parts box is now required by law in many European countries. The OSRAM EUROBOX contains all important lamps and fuses, so that you won’t ever be left standing in the dark.



*Original spare:
fitted as standard in millions of new cars by European car manufacturers*

**NEW CAR
QUALITY**



For the “indicator-lights-also-count” type:

OSRAM DIADEM® indicator lamps – only amber when they're flashing

“You might think that indicator lights are not the most important part of a car, but one thing I have to say is, I've never seen more attractive indicator lights! And why settle for the average when you can have the best?”

OSRAM is not just about innovative headlights. We also set standards with our indicator lamps. You can't get more stylish than the scratchproof and cadmium-free OSRAM DIADEM®-designer indicator lamp.

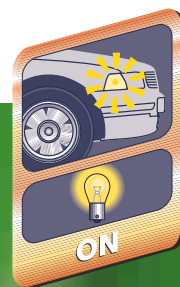
Like a chameleon the DIADEM®-indicator lamp changes its colour only when required. Thanks to its special technology, it is only amber when it is flashing,

otherwise it is pearlescent white. This makes DIADEM® the ideal lamp for transparent indicator lights and clear-lens headlight assemblies: lamp and reflector form a harmonious unit. The unsightly “fried egg effect” of the traditional indicator lamp that is painted amber, is a thing of the past. DIADEM® only shows amber when it's flashing.

DIADEM® is ideal for all front and rear indicator lamps. Existing amber lamps can easily be replaced. Moreover, DIADEM®-lamps last twice as long.



Peter B., Vienna, architect



**I know my lamp type.
How do I now find the right
spare lamp for my car?**

Car models differ in the kind of lamp sockets they use. When you've found your lamp type, you have to determine the suitable lamp category for the sockets used in your car (e.g.: H1, H3, H4 or H7 depending on car model). OSRAM offers each lamp type in the most common lamp categories. Your owner's manual, your spare-parts dealer or your garage will tell you which category you need. Or visit our website on www.osram.com/am_application/index.php.



	LIGHT@DAY®	SILVERSTAR®	COOL BLUE®	HALOGEN	DIADEM®
Type of driver	safety-minded	"night-owl"	design-conscious	cost-conscious	"indicator-lights-also-count"
Special features	Lasts up to three times longer, even when in constant use by night and day	Provides up to 50% brighter light. Beam of light up to 20 m longer ideal for frequent travels at night	Blue-white light, similar to xenon lamps, for a stylish design	Proven standard quality with excellent price performance	Only amber when flashing, otherwise pearlescent white
Silver tip	yes (H4, H7)	yes (H4, H7)	yes (H4, H7)	–	–
Available for	vehicle types with H1, H4, H7	vehicle types with H1, H4, H7	vehicle types with H1, H3, H4, H7, HB3, HB4	all vehicle types	vehicle types with yellow turn signal lamps (PY21W)
Additional lamps (parking light, tail light etc.)	yes	–	parking light only	yes	–