Press

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Your favorites in new splendor: Osram offers modern light for your gems

Not just for the front, but now also for the rear - Osram will introduce its new LED rear lighting at the Essen Motor Show 2019, November 30 to December 8. Everything at the Osram stand will revolve around LED upgrades. From front to rear lighting: Osram has the latest LED technology, even for self-retrofitting - just plug it in.

Premiere for LEDriving rear combination lights

With the new full LED rear lights for the VW Golf VI and the Ford Fiesta MK7, Osram is using the latest rear lighting upgrades - from halogen to LED, simply by plug and play. The innovative design underlines the character of the car and perfectly matches the vehicles' LEDriving headlights. The color-intensive, powerful LEDs in the position light, brake light and turn signals are sure to attract attention, even in heavy traffic.

A legal performance and design upgrade that pays off: The LED rear lights are available at a recommended retail price of 399 euros with a two-year warranty.

The LEDriving headlamps start into the next round

Following the success of the LEDriving headlamp for the VW Golf VII, Osram is extending its range of headlamps this winter to include the VW Amarok and the BMW 1 Series (F20 series). The stylish advances allow drivers to upgrade from halogen or xenon headlamps to state-of-the-art LED technology. The result: Up to three times more light output than comparable standard products. Retrofitting is simple and can be completed without any further modifications to the vehicle. The high-quality headlamps create added value and were awarded the Automechanika 2018 Innovation Prize and the German Innovation Award 2019. Osram is offering a pre-order discount on the new models especially for the Essen Motor Show. Visitors to the Osram stand will be given further information.

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From a single source: The LEDriving dynamic mirror indicator
The dynamic mirror direction indicator is the ideal LED supplement for retrofitters. The powerful mirror indicator works synchronously with the indicators of the LEDriving headlamps and rear lights and rounds off the exterior light design. The color-intensive dynamics of the turn signal on the mirror make it easier for the driver to attract the attention of oncoming traffic. Plug and play technology ensures a quick and easy installation. While the dynamic mirror flasher was previously only available for the VW Golf VII, it is now also offered for the BMW (Series 1-4) and the Seat Leon.

Visitors to the Essen Motor Show 2019 in Hall 6, Stand C49 will find all the highlights and innovations from Osram.

Premiere for the new full-LED rear lights for the Ford Fiesta MK7.
Picture: Osram

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The LEDriving headlights for the VW Amarok (left) compared to the original halogen version (right).
Picture: Osram

The design of the indicators is a perfect match for the Osram LED driving headlamps, including those for the VW Golf VII.
Picture: Osram

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ABOUT OSRAM

OSRAM, with its headquarter in Munich, is a world-leading high-tech company with over 110 years of history. Its predominantly semiconductor-based products enable a wide range of applications from virtual reality to autonomous driving and from smartphones to networked intelligent lighting solutions in buildings and cities. OSRAM uses the infinite possibilities of light to improve the lives of people and societies. With innovations from OSRAM, we will not only see better in the future, but also communicate, move around, work and live in a better way. At the end of fiscal 2019 (ended September 30), OSRAM employed around 23,500 people worldwide and generated sales of around EUR 3.5 billion from continuing operations in this fiscal year. The company is listed on the stock exchanges in Frankfurt am Main and Munich under the WKN: LED 400 (stock exchange symbol: OSR). Further information can be found on the Internet at www.osram.de