

## Presse Press

Munich, September 11, 2018

### Osram receives the Automechanika 2018 Innovation Award

Independent jury names Osram LEDriving headlights for the VW Golf VII as the winner in the Electronics & Systems category

**Osram, the high-tech company, today received one of the coveted Innovation Awards at Automechanika 2018. An independent jury of experts appointed by the leading international trade fair for the automotive aftermarket chose the Osram LEDriving headlights for the VW Golf VII from among 120 applicants as the winner in the Electronics & Systems category. The LEDriving headlights in the Black, Chrome and GTI editions are the first complete LED-based retrofit headlights for VW Golf VII models.**

For more than 20 years Messe Frankfurt has been presenting the Automechanika Innovation Awards to honor pioneering products and solutions that show particular promise. The submissions are assessed for their innovative content, economic efficiency, functionality, aftermarket relevance, safety and quality as well as their contribution to sustainability, efficient use of resources and environmental protection. "The Automechanika Innovation Award is a wonderful acknowledgment of our work. With this first LEDriving headlight developed specially for the VW Golf VII we are giving the popular VW model the latest in lighting technology", said Hans-Joachim Schwabe CEO Specialty Lighting at Osram.

#### **Better light for greater safety, plus lower energy consumption**

The Innovation Award winning LED-based retrofit headlights are available for all Golf VII models equipped with halogen or xenon headlights. With a luminous flux up to 200 percent higher than the minimum legal requirement (ECE R112) and up to 100 percent whiter light than from standard headlights or halogen lamps, the headlights illuminate obstacles on the road much more clearly, giving drivers greater visibility and comfort. The LED headlights

The OSRAM logo is displayed in a bold, orange, sans-serif font.

look really cool, offer much lower energy consumption, are more durable and are easy to install, requiring no further modifications to the vehicle.

Messe Frankfurt is presenting the award-winning products in an exclusive show in the historic Festhalle. Visitors can check out the functionality of the various products such as the Osram LEDriving headlights for the VW Golf VII in an interactive demonstration. Osram is showcasing its new and existing automotive aftermarket products at Automechanika 2018 from September 11 to 15 in Hall 4.1, Booth E15.





Winner of the Automechanika 2018 Innovation Award: LED-based retrofit headlights for VW Golf VII models  
Picture: Osram

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### **ABOUT OSRAM**

OSRAM, based in Munich, is a leading global high-tech company with a history dating back more than 110 years. Primarily focused on semiconductor-based technologies, our products are used in highly diverse applications ranging from virtual reality to autonomous driving and from smartphones to smart and connected lighting solutions in buildings and cities. OSRAM uses the endless possibilities of light to improve the quality of life for individuals and communities. OSRAM's innovations enable people all over the world not only to see better, but also to communicate, travel, work and live better. OSRAM has approximately 26,400 employees worldwide as of end of fiscal 2017 (September 30) and generated revenue of more than €4.1 billion. The company is listed on the stock exchanges in Frankfurt and Munich (ISIN: DE000LED4000; WKN: LED 400; trading symbol: OSR). Additional information can be found at [www.osram.com](http://www.osram.com).