

## FOCUS ON XENON ULTIMA

Ring's award winning performance halogen range of bulbs allows you to upgrade a vehicle's lighting to either enhance the performance, increase safety or add style. Directly interchangeable with standard headlight bulbs, no costly wiring or switch upgrades are required. The XenonUltima range of bulbs continues to meet and exceed the highest performance levels, keeping Ring at the forefront of automotive lighting.



### MAIN BENEFITS TO CUSTOMERS:



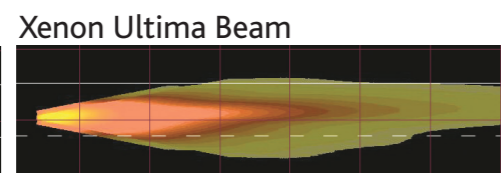
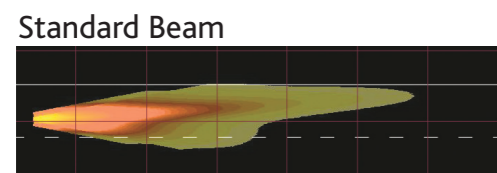
"I can see potential hazards earlier, allowing me to drive with greater safety"



"I can see other road users, markings and signs much more clearly, making night driving more comfortable"



"I drive on country roads, my headlight performance has improved and I feel much safer now"



**TECHNOLOGY:** Micro filament technology together with 100% Xenon gas combine to produce improved performance of up to 120% more light on the road.

**STYLING:** Silver tip allows the bulb to blend in with the headlight when not lit.



## STAND OUT WITH HID XENON

Gas discharge bulbs are now being fitted by all major vehicle manufacturers, so keep up to date with the latest lighting technology



- The Automotive Aftermarket has seen a steady increase in the need to replace High Intensity Bulbs (HID) also known as Gas Discharge or Xenon bulbs
- All Ring HID bulbs are made to OE specification
- High value product line with increased profitability
- Low stock holding required to service customer demand
- Customer retention rather than direct to main dealers
- Always replace in pairs to ensure colour match

## SOME UP AND COMING BULBS TO LOOK OUT FOR FROM RING AUTOMOTIVE:

 <p><b>R780</b> 12V 21/5W BRAKE &amp; TAIL</p>	 <p><b>R585</b> 12V 21W INDICATOR</p>	 <p><b>R711</b> 12V 55W H11 FOGLAMP AND HEADLAMP BULB</p>
 <p><b>R782</b> 12V 21W BRAKE</p>	 <p><b>R955</b> 12V 15W REVERSE</p>	 <p><b>R715</b> 12V 55/15W H15 DAYTIME RUNNING</p>



Ring Automotive Limited, Gelderd Road, Leeds, England LS12 6NA  
Tel: +44 (0)113 213 2000 Fax: +44 (0)113 231 0266  
Email: autosales@ringautomotive.co.uk Web: www.ringautomotive.co.uk

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# AUTOMOTIVE BULBS

A GUIDE TO RING AUTOMOTIVE RETAIL BULBS



# INTRODUCTION

Ring Automotive is the leading European brand in vehicle lighting, auto electrics and car accessory products selling to over 70 countries worldwide.

For almost 40 years Ring has been developing and pushing the boundaries in vehicle lighting technology. Ring supply bulbs for all automotive vehicles including motorcycles, agricultural and plant equipment. Ring offer the most comprehensive range of bulbs from the smallest panel bulb through to industry leading performance headlamps.

From the first twin blister packs to award winning Performance Halogens which includes Xenon Ultima, the first bulb to put up to 120% more light on the road, we have constantly innovated to ensure our customers are first to market.



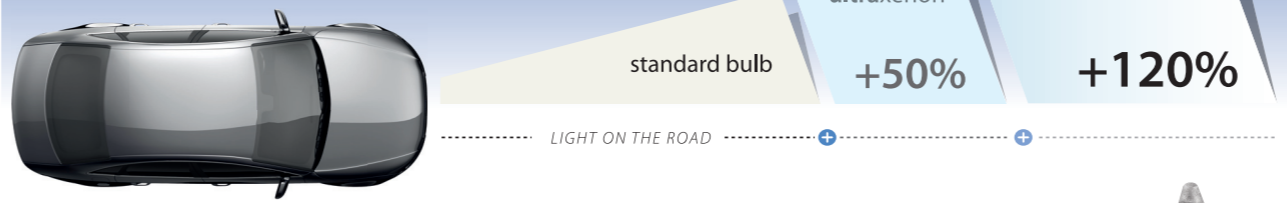
## PASSIONATE ABOUT QUALITY

Major investments in our quality procedures have resulted in Ring being the only UK company to have a fully equipped lighting laboratory on site. Our CCD ProMetric Light Imaging Photometer measures light levels at over 1.5million points, giving us a superior assessment of lighting products. This together with compliance with ECE Regulation 37 means our customers can be confident when selling Ring products and an ever expanding portfolio of OE and OES customers is testament to our commitment to quality.



## LIGHTING HAS TWO FUNCTIONS

it helps you see but it also helps other road users see you. Lighting is therefore a safety critical component.



## Did you know?

Faulty bulbs account for **19%** of all MOT failures

**1-in-9** Drivers in the UK have ignored a faulty brake light

Over **1 million** vehicles have one or more headlight bulbs missing

- RING bulbs are:**
  - ECE Reg 37 E marking: ECE Reg 37 is the European Standard for automotive bulbs implemented to guarantee the performance standards of bulbs. It applies to most exterior lighting and has been adopted throughout Europe. Only bulbs carrying an appropriate E mark can be used on the road. "Off-road vehicles" are exempt. Gas discharge lamps have their own standard which is ECE Reg 99.
  - LEAD FREE: Environmental legislation introduced in July 2006 prohibits the use of lead in bulbs. Ring bulbs are now manufactured using lead free solder and lead free glass.
  - All RING headlamp bulbs are:
    - UV CUT: Ultra Violet light can damage headlamps manufactured with plastic components making lenses brittle and cloudy. Ring headlamp bulbs are UV cut to protect the vehicles lighting systems.



### SALES TIP:

Checking the headlamp alignment is now part of the MOT inspection. Poor quality bulbs will often need to be replaced.

### FAQs

**Q:** Only one headlight is faulty, should I change them both?  
**A:** Bulbs should be replaced in pairs. If a bulb has failed and it is one of a pair of lights eg, headlamps or brake lights, replacing both will give consistent light output between the corresponding lamp units. It will also save you maintenance time. If one bulb has failed, it is likely that the bulb in the other unit will fail shortly.

### TWIN PACKS

Blister packing is the perfect solution for fast moving retail bulbs. Twin packs offer convenience to the consumer as often bulbs will need to be replaced in pairs.

### SALES TIP:

You can boost your profitability by stocking twin packs, not only do these offer increased revenues from the same space but offer enhanced margins too.



## UPGRADE YOUR CUSTOMERS TO THE RING RANGE OF PREMIUM RETAIL BULBS

### LONG LIFE BULBS



For high mileage drivers or those who require fewer bulb changes the Ring range of Long Life bulbs meets both needs. Special filament technology and advanced gas formulations produce a life that is up to three times longer than a standard bulb, at a price that is extremely competitive.

### RAPID RESPONSE BULBS



High luminosity and faster light up create an extra safety margin from rear collisions. Following drivers are able to see a vehicle fitted with Rapid Response much sooner than a vehicle with standard bulbs.

### PROFIT BOOSTER With a higher retail price point revenues and margin are both enhanced.

## PERFORMANCE HALOGENS



**SALES TIP: For every Xenon Ultima sold it can double your profits**

Improving the performance or the look of vehicle headlamps has never been easier. Ring's range of performance halogen bulbs offer today's motorist the opportunity to improve the performance of their lighting with no added technical changes to their vehicle. Ring has always been at the forefront of improving vehicle lighting and its award winning ranges speak for themselves. The flagship Xenon Ultima range continues to outperform its competitors and provide an astonishing 120% more light on the road. If it is looks you are after, then Ring has a range of styling bulbs that will make a vehicle stand out from the crowd. Ring Xtreme Blue creates a light that is closer to daylight than a standard bulb and the very latest addition to the range Xenon Look 2 with its high colour temperature creates the HID effect in a standard headlamp unit. Need support in getting the best out of your retail displays? Ring offers merchandising solutions to suit all types of store, from large retail display planograms individually prepared for store, through to wall mounting and counter top display units. **All designed with one objective in mind, to maximise the return for your business.**