



## Backgrounder

Contacts: Cindy Carey / Tina Sullivan  
Bianchi Public Relations  
248-269-1122  
[ccarey@bianchipr.com](mailto:ccarey@bianchipr.com)  
[tbsullivan@bianchipr.com](mailto:tbsullivan@bianchipr.com)

Neal Zipser  
MEMA  
919-406-8811  
[nzipser@mema.org](mailto:nzipser@mema.org)

### XENON HEADLAMPS FACT SHEET

Xenon (also known as HID – High Intensity Discharge) headlamps were introduced in the mid 1990s in Europe and Japan and first appeared on luxury and performance vehicles. Today, this lighting technology is available on 95 different 2005 vehicle models sold in North America.

Unlike traditional halogen headlights, which produce visible light by electrically energizing a tungsten filament to a white hot temperature, Xenon headlights excite a high-voltage electrical arc inside a special gas blend (containing Xenon gas) to generate light. The “Xenon Arc” creates light with a bluish-white appearance compared to the yellowish light created by tungsten halogen systems.

As Xenon headlights continue to increase in popularity among consumers, the Motor Vehicle Lighting Council (MVLIC) – a coalition of the leading global automotive lighting and component manufacturers as well as related education and research institutions – is working to inform the motoring public on the benefits of this advanced technology. For additional information on Xenon headlamps, visit [www.mvlc.info](http://www.mvlc.info).

#### **Benefits of Xenon Headlamps:**

- Offer up to **70 percent more light output** than standard halogen headlights, maximizing road visibility
- Additional light output is designed to produce **wider beam patterns** with a more even distribution of light, providing drivers with **better peripheral vision and maximum seeing distance** of the road ahead
- **Improves night driving visibility** – poor visibility is cited as a factor in an estimated 2.8 million accidents, 23,000 fatal crashes and 2,300 pedestrian deaths annually in the United States

- More -



**Benefits of Xenon Headlamps (continued):**

- Provide **increased contrast and color depth** allowing drivers to see objects with less eyestrain and fatigue
- Illuminate reflective paint in road markers and signs, enabling drivers to **navigate routes easier**
- Are **durable, reliable** and **require significantly less maintenance** for the life of the vehicle
- Can operate for approximately **3,000 hours in an automotive application** compared to 1,000 hours for halogen headlights
- Are **much less sensitive to shock and vibration** than tungsten halogen headlamps, since they do not have the coil filament used in halogens
- Use approximately **25 percent less power** than traditional halogen headlights

**Fast Facts – Xenon Headlamps:**

- According to consumers who drive vehicles equipped with Xenon headlights, **81 percent cited the significant improvement in the visibility of the roadway** as the No. 1 benefit of the technology
- According to a recent survey by Harris Interactive Inc., Xenon headlamps **ranked second in the top 10 advanced automotive technologies** consumers would like to purchase for their next vehicle
- Xenon headlamps are gaining acceptance in **segments other than the luxury market**, including minivans, midsize sedans and compact vehicles

**2005 North American Vehicles Equipped with Xenon Headlamps (per the MVLC):**

- Acura – NSX, RL, RSX, TL, TSX
- Audi – Allroad Quattro, A4, A4 Avant, A6, A6 Avant, A8, RS6, S4, S4 Avant, S6 Avant, TT
- BMW – 325Ci, 330Ci, 325i, 325Xi, 330i, 330Xi, 500 Series, 645Ci, 700 Series, M3, X3, X5, Z4
- Cadillac – CTS, Escalade, Seville, SRX, XLR
- Chrysler – 300C, 300M Special, Pacifica
- Ford – Focus SVT
- Honda – S2000

**2005 North American Vehicles Equipped with Xenon Headlamps (continued):**

- Infiniti – FX35, FX45, G35, I35, M45, Q45, QX56
- Land Rover – Range Rover
- Lexus – ES330, GS300, GS430, IS300, IS300 Sportcross, LS430, RX330, SC430
- Lincoln – Aviator, LS, Navigator, Town Car
- Mazda – 3, RX-8
- Mercedes – C-Class, CL500, CL55, CL600, CLK, E-Class, M-Class, S-Class, SL, SLK
- Mini – Cooper, Cooper S
- Mitsubishi – Lancer Evolution
- Nissan – Altima, Maxima, Murano, 350Z
- Porsche – Boxster, Cayenne, Carrera GT, 911
- Saab – 38233, 38235
- Subaru – WRX ST1
- Toyota – Celica GTS, Sienna
- Volkswagen – Beetle, Passat, Phaeton, Touareg
- Volvo – S60, S80, V70, XC70, XC90

###