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Contact: Neal Zipser, MEMA
919-406-8811
nzipser@mema.org

New Council Formed to Address Automotive Lighting Issues Through Education Efforts

In an effort to educate the motoring public and media regarding lighting issues and to improve communications with the National Highway Traffic Safety Administration (NHTSA) and other audiences interested in motor vehicle lighting and safety issues, major North American manufacturers of exterior lighting equipment for motor vehicles have formed the Motor Vehicle Lighting Council. The Council has been formed under the auspices of the Motor & Equipment Manufacturers Association (MEMA),

The Motor Vehicle Lighting Council will support NHTSA's efforts to study and address a broad range of lighting issues with the objective of enhancing motor vehicle and pedestrian safety. Council members will work together to study and build consensus on real-world automotive lighting issues that will meet the common needs of motorists, pedestrians, government and industry. The lighting manufacturers also will utilize the new council to present and, as necessary, educate the media and motoring public on emerging new technologies.

The Council will coordinate its activities with other industry organizations involved in motor vehicle lighting issues, including the Transportation Safety Equipment Institute (TSEI), which principally focuses on heavy duty vehicle lighting and emergency products and is administered through MEMA and the SEMA (Specialty Equipment Market Association) Lighting Task Force focusing primarily on aftermarket and specialty lighting products.

The Motor Vehicle Lighting Council, whose membership comprises nearly all of the lighting suppliers to automobile manufacturers in the NAFTA region (United States, Canada and Mexico), includes:

- Automotive Lighting Corporation
- Guide Corporation
- Hella Lighting Corporation
- Il Stanley Co., Inc.
- North American Lighting, Inc.
- Valeo Sylvania
- Visteon Corporation

For more information on the Motor Vehicle Lighting Council, contact: Neal Zipser, MEMA, 919-549-4800.

Founded in 1904, MEMA exclusively represents and serves manufacturers of motor vehicle components, tools and equipment, automotive chemicals and related products used in the production, repair and maintenance of all classes of motor vehicles. MEMA's three market segment associations serve all of the motor vehicle supplier industry: aftermarket -- Automotive Aftermarket Suppliers Association (AASA); heavy duty -- Heavy Duty Manufacturers Association (HDMA); and original equipment -- Original Equipment Suppliers Association (OESA). Experience MEMA, www.mema.org.