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CLEPA launches an on-line tool to guide customers in buying better car lighting

Today, CLEPA announced its www.car-lighting-selector.com website to help new car customers make better informed decisions about the automotive lighting choices on offer.

The web site is a product of CLEPA's LightSightSafety initiative. It includes objective information on recent developments in the lamps available, and the control systems that adapt the lighting to the driving conditions and the driver's goals. The website also provides a form, so consumers can rate different options according to their own preferences.

"It is difficult to accept road deaths and injuries when effective safety technologies are available at affordable prices. Automotive suppliers are clearly committed to reduce fatalities and the CLEPA LightSightSafety initiative plays an active role on this" declared Mr Jean Marc Gales, CLEPA CEO.

The website provides background information on the issues of night driving, and the risks involved. The core of the site then tells about the different types of lamp – including comparative graphics and the reasons a car buyer might select each type. There is also information on the different aspects of the light beam drivers should be aware of. And there is information on the different features to consider, such as automatic levelling and cornering, and Advanced Front Lighting Systems that adapt the lighting automatically to driving and traffic conditions.

The form provides a way for car buyers to capture their impression of the different systems they try, by scoring the different features.

"We know the correct automotive lighting can make a significant difference to the safety and comfort of driving at night" says Mr Lex Krzyzanowski, Chairman LightSightSafety. *"But many consumers are unaware or confused by the recent advances in lighting technologies, and so they do not appreciate the value on offer. This website aims to correct that"*.

Note to Editors

CLEPA is the European Association of Automotive Suppliers.

103 of the world's most prominent suppliers for car parts, systems and modules and 25 National trade associations and European sector associations are members of CLEPA, representing more than 3 thousand companies, employing more than 5 million people and covering all products and services within the automotive supply chain. Based in Brussels, CLEPA is recognized as the natural discussion partner by the European Institutions, United Nations and fellow associations (ACEA, JAMA, MEMA, etc).

LightSightSafety is an initiative of European automotive lighting companies to increase awareness and understanding among drivers, manufacturers and policy makers of the impact lighting has on safety, comfort and the environment.

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