



## **Lumileds' Philips Lighting Specialist Program Offers Incentives for WDs, Shops, and Drivers**

*Program runs through April 30, 2019*

**Farmington Hills, MI, November 12, 2018** – Lumileds, a leading lighting solutions company for the automotive industry, has just introduced the Philips Lighting Specialist Program, designed to help shops bring better nighttime vision to their customers. The Philips Lighting Specialist Program incentivizes shops to sell consumers upgraded vehicle lighting and put more money in their own pockets.

The program focuses on the Philips X-tremeVision upgrade headlight, which produces the best beam on the road for maximum visibility. The program, which runs from November 1<sup>st</sup>, 2018 through April 30<sup>th</sup>, 2019, offers shops a \$25 VISA gift card for every 10 pairs of Philips X-tremeVision upgrade headlights sold and gives shop customers a \$10 mail-in rebate for each pair of Philips X-tremeVision headlights purchased.

Dave Illes, Lumileds Director of Sales & Marketing, North America Aftermarket, announced the program and noted, "Lumileds created the Philips Lighting Specialist Program to help deliver better lighting to consumers, while incentivizing shops to offer upgrade solutions to their customers. Lighting service is one of the most underperformed aspects of vehicle maintenance, yet it is one of the easiest ways to improve driver safety."

Shops that participate in the Philips Lighting Specialist Program receive a full range of sales and marketing materials designed to help sell customers on the benefits of upgrade lighting. The program merchandising kit includes a counter mat, poster, window cling decal, and rebates easel with tear-off mail-in rebate coupons.

Shops participating in the Philips Lighting Specialist Program will also have their shop listed on the Philips automotive lighting store locator and will be identified as a Philips Lighting Specialist Shop.

*Image file: Philips-Lighting-Specialist-Program.jpg*



*Caption: Lumileds has announced the Philips Lighting Specialist Program to help shops promote upgrade headlights. The program offers spiffs for shops and WDs as well as mail-in rebates for customers.*

**About Lumileds**

For automotive, mobile, IoT and illumination companies who require innovative lighting solutions, Lumileds is a global leader employing more than 9,000 team members operating in over 65 countries. Lumileds partners with its customers to push the boundaries of light.

To learn more about our portfolio of lighting solutions, visit [lumileds.com](http://lumileds.com).

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**For further information, please contact:**

Dawn Gonzalez, MAAP  
Marketing Communications Manager, Automotive Aftermarket  
Lumileds  
34119 W. 12 Mile Rd., Suite 102  
Farmington Hills, MI 48331  
Tel: (248) 699-2232  
Email: [dawn.gonzalez@lumileds.com](mailto:dawn.gonzalez@lumileds.com)

Media contact:

Tony Barolin  
Barolin & Spencer  
800-536-6222  
[tbarolin@barolin-spencer.com](mailto:tbarolin@barolin-spencer.com)

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