

CAR CORNER

Bright Ideas In Energy Efficiency

(NAPSA)—Automotive engineers have found a way to increase vehicle fuel economy thanks to a crucial vehicle element that's often overlooked: lighting.

Better Bulbs

High-Intensity Discharge (HID) and Light-Emitting Diode (LED) lighting options are more energy efficient than incandescent or halogen lights.

Incandescent bulbs in today's automotive lighting applications generate more heat than light, requiring more electrical power. A vehicle's gasoline engine generates electricity but not very efficiently. The more energy needed to run lighting and other systems, the harder the engine has to work, increasing fuel usage and greenhouse gas emissions.

In contrast, HID lighting uses up to 65 percent less energy and lasts three times longer than standard incandescent lights, nearly the entire life of the vehicle.

HID headlights are also good for the environment. Many are mercury free and their increased efficiency helps reduce vehicle CO₂ emissions by more than 2 grams a mile.

Many of today's vehicles use LED signal and tail lighting. For example, the 2010 Ford Mustang uses the OSRAM SYLVANIA Joule™ System, which incorporates LEDs into a form that resembles a typical incandescent bulb, making it easier to adapt the new technology to current vehicle designs.

The vehicle's LED tail lamps use 87 percent less electricity than the incandescent counterparts; that's an annual savings of more than 10 gallons of gasoline and 205 fewer pounds of CO₂ emitted into the atmosphere.



Keeping your car on the road to safety and savings can be simpler with the help of a special sort of lightbulb.

Environmental Improvements

As more hybrid and electric vehicles come to market, automotive lighting will play an even larger role in contributing to energy efficiency, cost savings and the overall positive effects to the environment.

Other Ways to Save

“Once alternative vehicles increase their role or eventually become a high-volume seller in the marketplace, the positive effects felt to the environment and costs will grow in kind through LED lighting,” said David Hulick, global product marketing director for automotive lighting producer OSRAM SYLVANIA.

“For example, multiplying savings via lighting by the nearly 250 million registered light-duty vehicles on America's roads, you can see the impact that LED lighting could have on helping to clean up the environment,” said Hulick.

More Information

To learn more about automotive lighting, visit www.osram.com.