

Customizers Improve Performance With New Headlight Technology

(NAPSA)—A decades-old pastime is gaining renewed popularity among auto enthusiasts. Customizing cars, also known as “slamming,” was kicked into high gear by the hit film *The Fast and the Furious*, and now millions of people are looking to improve the performance and appearance of their vehicles.

Auto and truck customizers continuously seek innovative ways to slam their cars, stylistically speaking. One way to do this is by upgrading the vehicle’s lighting with HID (High Intensity Discharge).

HID lighting systems were first offered as an option on high-end luxury cars and are currently offered as standard equipment on seven percent of all European vehicles.

Yet until recently, there were no aftermarket options for enthusiasts seeking the distinctive styling and street-legal performance of HID automotive lighting.

In the U.S., Corvettes, Jeep Cherokees, Camaros, Hondas and Mustangs are some of the popular vehicles that can benefit from HID lighting systems. Benefits include:

- Greater down-road visibility because of the crisp, distinctive blue-white light output;
- Nearly 10 times longer life and three times greater illumination than standard headlamps;



HID provides greater illumination for night driving.

- Increased safety through enhanced peripheral vision.

“With the growing trend of auto and truck customizing, there is an increased demand for exterior lighting that adds distinctive styling while also enhancing the car’s performance,” says Ted Hardenbergh, aftermarket product manager for Sylvania.

For example, the Sylvania Xenarc HID product line includes upgrade kits for a variety of cars and light and heavy-duty truck models. These products can be easily installed as a complement to, or a complete replacement for, existing low beam headlight systems. Upgrade kits are available for the Ford F-150 and Expedition, as well as the Chevy Silverado, Suburban and Tahoe.

Xenarc HID lights meet all federal and SAE automotive lighting standards. To learn more, visit www.sylvania.com/xenarc.