




YOUR BENEFITS AT A GLANCE:

SUSTAINABILITY		<ul style="list-style-type: none"> - LED technology saves up to 50 per cent of energy in comparison with conventional incandescent bulbs.
SAFETY		<ul style="list-style-type: none"> - Shorter response time. - Fail-safe.
VALUE RETENTION		<ul style="list-style-type: none"> - longer service life and an unmistakable appearance. - Perfectly tailored for optimum compatibility with the onboard wiring system. - OEM quality, legally compliant.



Original BMW Parts

www.bmw.com



Sheer
Driving Pleasure

Insist on Original BMW Parts.

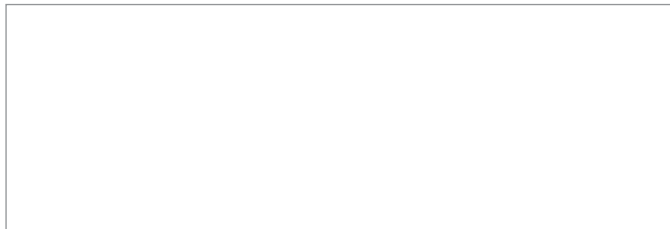
Decisions based solely on price tend to overlook essential criteria like quality, operational reliability, precision fitting and useful lives.

Original BMW Parts are optimised to your BMW model and must fulfil the same quality standards as our BMW vehicles.

The fitted precision and high quality of each and every part ensure the harmonious interaction between the vehicle system's functionality and operating principle. Maintain your BMW in its original condition with Original BMW Parts.

To make sure your BMW stays a BMW.

For further details see: www.bmw.com/parts



UNMISTAKABLE AND ENERGY-SAVING.

ORIGINAL BMW REAR LIGHTS WITH LED TECHNOLOGY.

DID YOU KNOW?

Original BMW Rear Lights with LED technology can also be retrofitted. Ask your BMW Partner about the options available for your BMW model. Original BMW Rear Lights will not only upgrade the safety of your vehicle, but the unmistakable character of LED rear lights will ensure that your BMW grabs the attention.

Original BMW Rear Lights have to pass **stringent practical trials and laboratory tests.** Functionality is tested under a variety of climatic conditions, ensuring perfect functionality in every situation.

LED stands for “Light Emitting Diodes” – this lighting technology uses **up to 50 per cent less energy** than conventional incandescent bulbs.

Light emitting diodes transform energy directly into light. **LEDs respond faster than conventional incandescent lamps.** This means that vehicles with LED rear lights are noticed more quickly, so that the following traffic can react faster.

RETROFITTABLE LED TECHNOLOGY: FOR A UNIQUE CHARACTER.

BEFORE.



AFTER.



BMW 3 Series Convertible and Coupé (E92/E93)



BMW X5 (E70)



ORIGINAL BMW REAR LIGHTS WITH LED TECHNOLOGY...

... are fail-proof. An Original BMW Rear Light contains up to 100 LEDs. Unlike conventional light sources, LED lamps slowly become weaker and do not fail completely at once.

... always guarantee OEM quality. All Original BMW Rear Lights and headlamps are supplied in OEM quality and always contain Original BMW Lamps.

... guarantee optimum compatibility with the onboard wiring system. Original BMW Rear Lights are always compatible with the onboard wiring system of the relevant BMW model and thus prevent faulty status indications.

... are always legally compliant. Original BMW Rear Lights and headlamps always meet all legal requirements.

... are made from robust materials. The top-quality cover offers excellent scratching resistance.