

YOUR BENEFITS AT A GLANCE:

SUSTAINABILITY		<ul style="list-style-type: none"> - Xenon light uses less energy than conventional halogen headlights.
SAFETY		<ul style="list-style-type: none"> - Better/wider illumination of the road. - Twice the luminescence of halogen headlights. - Projection lens prevents dazzle for oncoming traffic.
VALUE RETENTION		<ul style="list-style-type: none"> - Longer service life than halogen headlights. - Perfectly tailored for optimum compatibility with the onboard wiring system. - OEM quality, legally compliant.



Original BMW Parts

www.bmw.com



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Driving Pleasure

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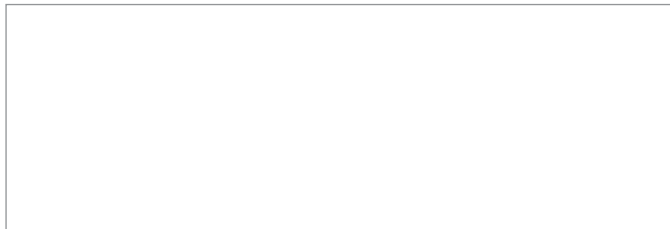
Decisions based solely on price tend to overlook essential criteria like quality, operational reliability, precision fitting and useful lives.

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



DAZZLING BENEFITS, EVEN IN TERMS OF ENERGY CONSUMPTION.

ORIGINAL BMW XENON HEADLIGHTS.

DID YOU KNOW?

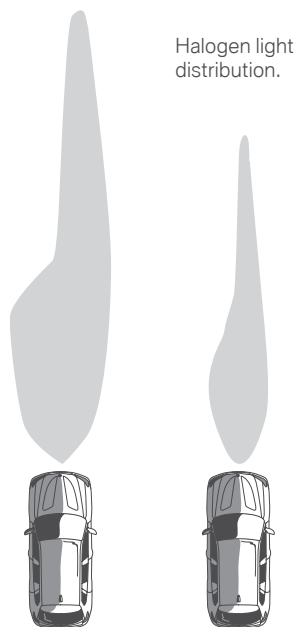
Original BMW headlights with Xenon technology can also be retrofitted. Ask your BMW Partner about the options available for your BMW model. Original BMW Xenon Headlights make a significant contribution to road safety.

Xenon light is understood to refer to the use of a gas discharge lamp for dimmed beam or full beam light instead of a halogen incandescent lamp. An arc of light between two tungsten electrodes is used instead of a coiled filament to produce **an intensive light**. The extremely small combustion chamber, a silica glass bulb, is **filled with Xenon gas** under high pressure, as well as mercury and metal salts, weighing less than one milligram in total.

Gas discharge lamps have been available in the automobile sector as Xenon light since 1991: **first available in a BMW 7 Series** solely as a dimmed beam light, but also available as a full beam light since 2001, the so-called Bi-Xenon headlight.

When a new BMW model is developed, the headlights are subjected to **tough practical trials and laboratory tests** in order to achieve optimum illumination in all driving situations.

Xenon light distribution.



Xenon light for dimmed and full headlights ensures optimum illumination both close-up and distant and also creates the best visual conditions even during darkness.



ORIGINAL BMW XENON HEADLIGHTS...

- ... feature greater luminescence.** Original BMW Xenon Headlights offer a much better and broader illumination of the road.
- ... contribute to road safety.** Luminescence is more than twice that of commonly used halogen lamps, significantly improving road safety.
- ... create less dazzle for oncoming traffic.** A projection lens is used to direct the Xenon light onto the road. In addition, automatic height adjustment means that the angle of the beam is adjusted to the load carried by the vehicle.
- ... are environmentally-friendly.** The light from ionised inert gas uses less energy than conventional halogen headlights and also has a much longer service life.
- ... are always OEM quality.** All Original BMW Headlights are supplied in OEM quality and always contain Original BMW Lamps.
- ... guarantee optimum compatibility with the onboard wiring system.** Original BMW Headlights 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 Headlights always meet all legal requirements.
- ... are made from robust materials.** The top-quality cover offers excellent scratching resistance.