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## **MEDIA ADVISORY**

### **Optronics Reveals Stunningly Different LED Stop, Tail, Turn Lamps with Patent-Pending Light Guide Optical Technology**

*Optronics' new LED stop, tail, turn lamps use a newly developed patent-pending Light Guide engineering solution, similar to fiber optics, to achieve a high-style automotive look.*

TULSA, Okla., USA (Dec. 1, 2016) — [Optronics International](http://www.optronicsinc.com), a leading manufacturer and supplier of heavy-duty LED vehicle lighting, unveiled several unique new 4-inch round and 6-inch oval LED stop, tail, turn lamps today. The lamps employ a newly engineered method of light delivery that looks and works unlike anything else in the vehicle lighting marketplace.

Light Guide technology allows LED light to be transmitted from one location in the lamp to another and enables the illumination of complex shapes and patterns. Using optical principles reminiscent of fiber-optic technology, Light Guide uses clear, shaped, polymer cylinders that guide and project the LED light in very specific ways.

Optronics was the first to introduce an automotive-style lamp to the commercial vehicle industry in 2012 with its GloLight Series. Now, with the debut of its newest lamps, Optronics is uniquely positioned to meet the industry's growing demand for lighting that gives working vehicles a more distinctive look.

"The response from OEM and fleets has been enthusiastic," Brett Johnson, president and CEO of Optronics International, said. "OEMs see how lighting can overtly distinguish their products from those of their competitors, and fleets see the lighting as an extension of their brand image. We also believe that independent owner-operators will love the high-style look."

With Light Guide, smooth lighting contours can be achieved as part of the lighting design. The technology significantly enhances the creative freedom of lighting engineers and will allow entirely new levels of style to be achieved. With Light Guide technology, an LED illuminating one area of the lamp may transmit its light to several other areas at the same time.

Like their GloLight predecessors, lamps with Light Guide technology also stand apart from other lamps because of their brighter and more attention-grabbing appearance. Unlike other LED commercial vehicle lamps, the Light Guide patterns stand in contrast to the hot spots associated with most LED vehicle lighting.

"Lighting can completely change the way a vehicle looks and nothing else looks like these new lamps," Marcus Hester, vice president of sales and marketing for Optronics International, said. "Nobody else in the industry has brought this level of optical sophistication to LED stop, tail, turn lamps."

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New 4-inch round and 6-inch oval LED stop, tail, turn and backup lamps with Light Guide technology will be available in flange-mount and grommet-mount versions and are expected to be available in the first quarter of 2017. The lamps will be available with standard PL-3 and Weather Tight termination options, enabling them to connect to existing harness connections for easy retrofitting.

The new lamps are targeting the heavy-duty trailer, light-duty trailer, RV, transit and marine markets Optronics currently serves. Part numbers include STL603RB and STL602RB with red lenses and BUL603CB and BUL602CB with clear lenses.

The lamps meet all FMVSS 108 photometric requirements for visibility and safety. Lenses and housings are made of tough polycarbonate material that is sonically welded. Like all new and many older models of Optronics lighting, the new lamps will employ a solid-state, surface-mount device (SMD) design that protects their electronics against moisture, shock and vibration. Like all LED products from Optronics, lamps with Light Guide technology will come with a no-hassle, one-diode lifetime warranty protection that will replace the lamp if even one diode fails.

Optronics products are available in the U.S. and Canada through the company's extensive [distribution network](#) of more than 12,000 convenient distribution locations. Users can access individual Optronics distributor websites by simply clicking on their logo icons. For information on international sales and distribution of Optronics products, please contact Dorian Drake at +1 (914) 697-9800, or visit <http://doriandrake.com>.

To access high-resolution product images of the new 4-inch round and 6-inch oval LED stop, tail, turn and backup lamps with Light Guide technology, please visit: <http://www.optronicsinc.com/RESOURCES/ImageGalleries/LightGuide.aspx>

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### **About Optronics**

As the fastest-growing vehicle lighting manufacturer in the U.S., Optronics International attributes its success to delivering better value, better options and better lighting to its customers. Founded in 1972, Optronics International is a premier worldwide manufacturer and supplier of branded industrial and commercial vehicular safety lighting products. The company specializes in interior and exterior LED and incandescent lighting for the marine, RV, trailer, HD and transit vehicle markets. The Optronics product catalog is among the most extensive in the industry. Optronics is headquartered in Tulsa, Oklahoma and has an ISO/TS 16949:2009 certified manufacturing facility in Annan District, Tainan, Taiwan, with additional manufacturing capabilities in Muskogee, Oklahoma. The company has an ISO 9001:2008 certified distribution facility in Goshen, Indiana, as well as distribution through its location in Ontario, Canada. Learn more at <http://www.optronicsinc.com>.

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