

FOR IMMEDIATE RELEASE:

June 3, 2014

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MEDIA ADVISORY

Optronics Takes Panelite Millennium Series to Next Level of Style with GloLight LED Lamp Technology

Optronics introduces 24 new Panelite Millennium Series lamps featuring GloLight LED lighting technology, the first product refinement since the LED version of the Millennium Series was introduced in 1999.

TULSA, Okla., U.S.A. (June 10, 2014) — [Optronics International](#), America's largest offshore vehicle lighting manufacturer, today revealed 24 new Panelite Millennium Series SKUs with GloLight LED lamps. The GloLight product enhancement is the first in 15 years and represents the first product restyling effort since the LED version of the Panelite Millennium Series was introduced. The stunning new lamps take the famous Panelite Millennium Series to new heights of brightness, visibility and style.

The new products combine the revolutionary look of [GloLight](#) lamps with the signature aerodynamic chrome-plated bezels of the Panelite Millennium Series to create a distinctive new, ultra-high-style offering. The updated look is expected to appeal to independent owner-operators who have been the overwhelming fans of the Panelite Millennium Series for years.

“Owner-operators often like to make a personal statement with their vehicles, and Optronics’ patented GloLight technology states that you want to be noticed,” Peter Hohendorf, vice president of [Dieter's Accessories](#), owner of the Panelite brand, said. “Whether you’re dressing up a new factory-ordered vehicle or your existing rig with our aftermarket components, you and everyone else will notice a big difference with the new Panelite Millennium Series with GloLight lamps.”

With 24 new product SKUs to choose from, there is a lot to consider for those who favor the conspicuous, polished look of the Panelite Millennium Series. Model upgrades include red, amber and combination red/clear and amber/clear versions of the popular M1 6.5-inch LED marker lamps, M3 3-inch LED marker lamps and M5 4-inch LED marker lamps.

For drivers who already have their vehicles fitted with [GloLight stop, tail, turn and marker lamps](#), the new Panelite Millennium Series gives them the opportunity to have an all-GloLight look for their vehicles. GloLight lamps combine light-diffusing material that gives them a defining, smooth, brightly glowing appearance on the perimeter of the lens, contrasting with a more traditional LED look in the center.

Optronics is supplying the aftermarket with attention-getting wall-mount displays with aluminum diamond plate backdrops and high-impact counter displays that allow customers to get up close

and personal with the lamps. Truckers will start seeing the new Optronics product displays in retail truck parts stores soon.

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“Our new Millennium Series lamps aren’t just more attractive, they’re also more durable than their predecessors, because they’re produced using solid-state, surface-mount device (SMD) technology,” Marcus Hester, vice president of sales and marketing for Optronics International, said. “Optronics remains committed to designing and manufacturing corrosion-resistant LED lighting with a goal of achieving 100 percent SMD-based manufacturing throughout its entire LED product line.”

Their SMD design keeps the new Millennium Series lamps working by protecting them against moisture, shock and vibration. The new lamps meet all FMVSS 108 photometric requirements for visibility and safety, and each lamp comes with a three-year warranty covering their tough, sonically welded polycarbonate lenses and housings.

The new Panelite Millennium Series M1 6.5-inch LED marker lamps, M3 3-inch LED marker lamps and M5 4-inch LED marker lamps are expected to begin shipping immediately. The lamps are available with standard .180 bullet connectors.

To access high-resolution product images of the new Panelite Millennium Series M1 6.5-inch 11212309B red, 11212307B amber, 11212378B combination red/clear and 11212376B amber/clear LED marker lamps, please visit:

<http://www.optronicsinc.com/millenniumledgallery.html>

To access high-resolution product images of the new Panelite Millennium Series M3 3-inch 11212209B red, 11212207B amber, 11212278B combination red/clear and 11212276B amber/clear LED marker lamps, please visit:

<http://www.optronicsinc.com/millenniumledgallery.html>

To access high-resolution product images of the new Panelite Millennium Series M5 4-inch 11212701B red, 11212700B amber, 11212703B combination red/clear and 11212702B amber/clear LED marker lamps, please visit:

<http://www.optronicsinc.com/millenniumledgallery.html>

To view a GloLight video, please visit:

<http://www.optronicsinc.com/theater.html>

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About Optronics

As America’s largest offshore vehicle lighting manufacturer, Optronics is a trustworthy, high-quality, widely available alternative to domestic lighting manufacturers and import houses. 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, incandescent and fluorescent 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, Okla., with manufacturing facilities in Annan District, Tainan, Taiwan, and Muskogee, Okla., U.S.A. The company has distribution facilities in Elkhart, Ind., and Ontario, Canada.

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