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## MEDIA ADVISORY

### **Optronics Unveils Radically New GloLight Series Stop, Tail, Turn Lamps**

*GloLight Looks Different and is Capturing the Attention of OEs and End-Users Alike, with a Unique Optical Signature that Visually Sets it Apart from Everything Else On the Road*

TULSA, Okla., USA (Dec. 18, 2012)—[Optronics International](http://www.optronicsinc.com), a leading manufacturer and supplier of heavy-duty LED vehicle lighting, formally debuted its unique new GloLight Series 4-inch round and 6-inch oval LED stop, tail, turn lamps to the transportation industry today.

The introduction of the GloLight Series represents the first truly different approach to the visual presentation of stop, tail, turn lamps in years. What makes the new lamps visually remarkable is a smoothly illuminated outer band that surrounds a central LED array that remains unlit during standard tail light operation. The dual-function outer ring brightens and the central LED array lights only during stop and turn functions.

“The GloLight is the stunning combination of premiere lighting technology meeting world-class styling capabilities,” Brett Johnson, president and CEO of Optronics International, said. “This is a clear expression of our greatly enhanced product development capabilities.”

All the lamps in the new GloLight Series meet all FMVSS 108 and SAE photometric requirements for visibility and safety. The lamps come with a lifetime warranty and are built to be as durable as they are attractive. Lenses and housings are made of tough polycarbonate material that is sonically welded, and the lamps employ a solid-state, surface-mount device (SMD) design that protects their electronics against moisture, shock and vibration.

Optronics has leveraged advancements in diode technology and innovative optic design techniques to achieve the diffused outer ring that gives the GloLight its signature look. With their smooth, glowing outer rings and dark centers, the new lamps fundamentally change the appearance of any vehicle they adorn.

Johnson said that Optronics has been gathering qualitative marketplace data by showing the GloLight to select customers and that the new lamps have been getting rave reviews. Johnson said that OEs see the lamps as a valuable product enhancement, while fleets appreciate the high quality and reasonable price point. According to Johnson, independent owner-operators see the lamps as way to add individual style to their rigs.

“Lighting is one of the most visibly predominant features on any vehicle, and this is a completely different looking, yet highly-effective light,” Charlie Mudd, president of [Vanguard National Trailer Corporation](http://www.vanguardnational.com), said. “Innovation is important to Vanguard, our customers and our industry. We expect these new lights to clearly represent the innovative partnership between Vanguard and Optronics.”

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GloLight Lamps will be available in flange-mount and grommet-mount versions and are expected to begin shipping on Feb. 1, 2013. The lamps are available with standard PL-3 and Weather Tight termination options, allowing them to make use of existing harness connections for installation flexibility and cost effective retrofitting.

The new lamps are expected to be widely embraced by the heavy-duty trailer, light-duty trailer, RV, transit and marine markets Optronics currently serves. Product information is available and may be obtained by contacting Optronics or members of its North American [distribution network](#).

“From a visual perspective, nobody has done much to change the round and oval shapes that comprise today’s stop, tail, turn lamps,” Marcus Hester, director of sales and marketing for Optronics International, said. “The GloLight stands out and changes the way vehicle lighting looks, shifting trends and broadening lighting choices along the way.”

To access high-resolution images, please visit: <http://www.optronicsinc.com/glolightgallery.html>

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### **About Optronics**

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. Optronics is headquartered in Tulsa Okla., with a manufacturing facility in Muskogee, Okla., and distribution facilities in Elkhart, Ind., and Ontario, Canada.