

Lumileds earned four key marketing awards during the 2017 AAPEX aftermarket auto parts and service trade show in Las Vegas.

The new Philips Ultinon line of LED retrofits for replacing small incandescent bulbs in vehicle interior and exterior applications was named the Best New Product at the Import Vehicle Community's Import Product and Marketing Awards and also cited for Best Packaging during the Automotive Communications Awards. The packaging features installation tips, application information and the Automotive Grade Quality seal to assure consumers of the reliability of Philips products. Vibrant colors are used to clearly identify the specific color emitted by the LED (white, red, amber, or blue), and a high-impact comparison graphic is included on the back of the package to illustrate the claimed intensity of Philips Ultinon LED lights as compared to traditional incandescent bulbs.



The [Philips Bulb Look-Up](#) received honors for the Best Website (Business to Consumer) at the 2017 Automotive Communication Awards. The Philips Bulb Look Up is an online tool that enables consumers to quickly identify the right headlight, exterior or interior bulb for their particular vehicle application for easy replacement or upgrade. It delivers an effective one-click link to retailers, detailed information about products and an interchange to Philips LEDs. In 2017, there have been more than 156,000 clicks to online retailers.

The Philips "Turn On, Turn Heads" advertising campaign won the award for the Best Digital Display Ad at the 2017 Automotive Communication Awards. The online campaign highlighted Philips' aftermarket LED retrofits and appeared across a variety of media platforms including website advertising, social media and video platforms.