

Lucas



AUTOMOTIVE BULBS



Trust **Lucas**



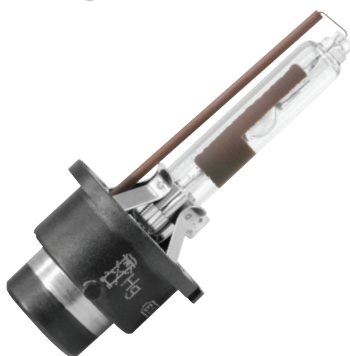
Lighting the Way

Lucas is a leading aftermarket bulb distributor, with stocks in excess of 3.5 million bulbs. From the smallest tachograph bulb to cutting edge xenon headlamps, Lucas is sure to have the bulb that you require.

The Lucas Automotive Bulb range consists of over 600 references covering cars, motorcycles, light and heavy-duty commercial vehicles. All are manufactured to the very highest standards using premium quality materials to ensure both high performance and reliability.

With over 99% vehicle parc coverage and an unrivalled reputation for quality, the Lucas automotive bulb offering is the obvious choice for both aftermarket and original equipment dealers throughout the world.

Lucas bulbs are instantly recognisable as a brand you can trust, with a heritage dating back to the earliest vehicles on UK roads. The range has been continually developed over the years to remain at the forefront of technology whilst maintaining a broad coverage across classic cars.





A Comprehensive Range

Delivering the Complete Package

The Lucas portfolio covers 6v, 12v, 24v and 48v bulbs including:

- **Standard Bulbs**
- **Halogen Bulbs**
- **Festoon Bulbs**
- **Tacho Bulbs**
- **HID (Gas Discharge) Bulbs**

Supported by a comprehensive range of kits, upgrades and specialist bulbs including:

- **LightBooster Upgrades**
- **24/7 Long Life**
- **Panel Bulbs**
- **Import Bulbs**
- **Premium Bulbs**
- **Bulb Kits**

High Intensity Discharge Lamps

Lucas HID lamps provide 200% more light on the road than a standard Halogen bulb, unlike a standard bulb a HID system requires an electronic ballast to ignite the bulb by creating a spark between two points.

24/7 Long Life

24/7 long life bulbs are suitable for situations that require lighting to be on at all times. Designed for replacement of daytime running lights (DRL).

Bulb Kits

Lucas provide a range of bulb kits compiled around common headlight bulbs and supported by a selection of popular perimeter bulbs and fuses.





Supporting your Sales

Providing Support to Sell the Lucas Brand

Lucas offer a host of sales and marketing support tools designed to help you sell the Lucas brand.

A range of counter top and wall mounted point of sale displays are available to customers, many complete with stock of the most popular bulbs.

The Lucas **ZMB271** wall display is one of the most popular in the automotive industry and ships complete with 199 of the most common 12v bulbs. **ZMB258** is also available and features 200 24v bulbs for commercial vehicle applications.

Marketing materials are also offered including, catalogues, application guides, wall charts, posters, leaflets and email promotions.

Catering for both Retail and Trade

Lucas caters for both retail and trade users by offering a variety of packaging formats each designed with the intended user in mind. From handy trade packs targeted at garage users, to premium retail packaging for point of sale, the adorning Lucas logo offers reassurance of the quality of the part in the box.

Lucas bulbs are available in several key packaging formats including:

- **Single Boxes**
- **Clam Packs**
- **Trade Packs**
- **Premium Boxed Clams**



Trust Lucas

Lucas LightBooster

The Lucas range of performance upgrades will give your customer a wide range of versatile bulbs to improve vision, change the look of their car or to stand out from the crowd.

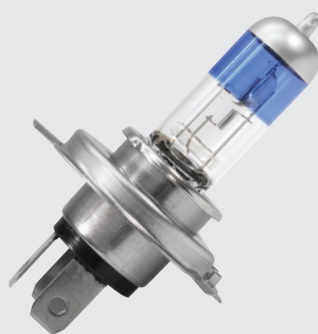
Lucas LightBooster performance upgrade bulbs are directly interchangeable with no wiring alterations required. All upgrade bulbs are 100% road legal and 'E' approved with the exception of the off-road only, Rally bulbs.



Boost Business Upgrade your Sales



LightBooster +50
Up to 50% brighter upgrade



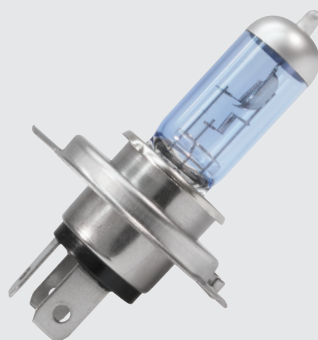
LightBooster +90
Up to 90% brighter upgrade



LightBooster +120
Up to 120% brighter upgrade



LightBooster Blue
Stylish blue tint for a HID look



LightBooster Blue+
Up to 50% brighter with a blue tint



LightBooster Rally
Powerful 100w off-road beam

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The Driving Force Behind The Lucas Brand

The Lucas brand is one of the leading forces in the automotive aftermarket, delivering a broad range of premium quality products. Building on a heritage of over 125 years in the automotive industry, Lucas now boasts market-leading vehicle parc coverage for Automotive Bulbs, Batteries, Engine Management & Ignition, Lighting & Mirror, Rotating Electrics, Switchgear, Warning & Safety, Window Regulators and Wiper Blades. The Lucas brand represents superior engineering and service excellence throughout its product portfolio.

Customer demand for quality products, keen pricing and shorter lead times is met with a constant investment in product range development and the highest quality manufacturing, backed by online cataloguing and first class marketing.

The success of Lucas is built upon a deep commitment and understanding of the automotive aftermarket's needs and demands, which allows the brand to meet and exceed customer expectations.

Lucas Electrical

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