

# Product Information

September 2011  
Aftersales/Parts and Accessories/Safety/Lights, general  
PI: PARTS\_017\_09\_11



## Original BMW parts BMW Performance Light

### Parts

Management

Marketing

Sales of  
new Cars

Sales of  
used Cars

Aftersales

Administration

#### Product description

The new BMW Performance Light bulbs deliver exceptionally strong light of up to 100% more than a H7 CE standard bulb, thereby ensuring greater safety on the road in poor light and visibility conditions.

The perfect coordination between the filament, thickness of the glass bulbe and filling pressure has made it possible to achieve the best possible performance between output and service life.

#### Sales features/benefits

- Appealing design thanks to chrome tip and blue ring.
- Ideal product for boosting sales for the autumn/winter "light-up" weeks.
- Up to 100% more light yield.
- Improved visibility in poor light and visibility conditions.
- Original BMW quality product for improved road safety.
- Suitable for all cars with H7 headlights.
- Supplied as 5 individual packages of 2 bulbs in an appealing counter display.
- ECE certified.
- Lead-free.

#### Supplied package

- Appealing counter display for 5 individual packages.
- 5 individual packages of 2 H7 Performance Light bulbs.

See EPC for details of the kit's contents.

#### Technical information

- Suitable for all cars with H7 headlights.



BMW Performance Light, single package



Space-saving counter display made from cardboard

#### Content / relevance

Please note that this product information is intended solely as prior information regarding new products.

**Before ordering, always check the specified part numbers in the EPC. Only the EPC provides the information that should be taken as valid and current.**

#### Complete price package

For a detailed tender preparation, find the complete price package on the KSD DVD.

**Please refer to your price system or the latest price publications for the latest prices.**

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# BMW Performance Light



## Note

We recommend that bulbs are replaced in pairs! ◀



## Safety note

Please do not touch the bulbs with your bare fingers on the glass bulb! ◀

## Availability/EPC DVD

From 10/2011

## Installation time

Depends on the car

## Part numbers

BMW Performance Light 63 21 2 239 799

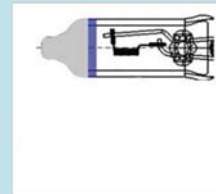


## Maximum performance For maximum safety

- Appealing design thanks to chrome tip and blue ring for an attractive appearance
- Improved gas mixture for maximum light power
- Optimised precision filament and powerful compact burner
- UV block quartz glass technology for 100% higher gas pressure

BMW Performance Light bulb

- Higher gas pressure
- Filament of smaller dimension (10% more light density)
- Chrome tip and blue ring



Sales features