

5 ways we've built effectiveness and quality into our fog lights.

1. Quartz-iodine bulb. We chose quartz-iodine for three reasons. First, this bulb gives more efficient light—whiter and brighter with fewer "hot spots". Second, it lasts longer than a conventional bulb. And third, it won't blacken—so its light output is consistent for the life of the bulb.

2. Computer-designed reflector. When the bulb creates light, the reflector concentrates the beam and multiplies its intensity. So naturally we want a reflector whose efficiency matches that of our quartz-iodine bulb.

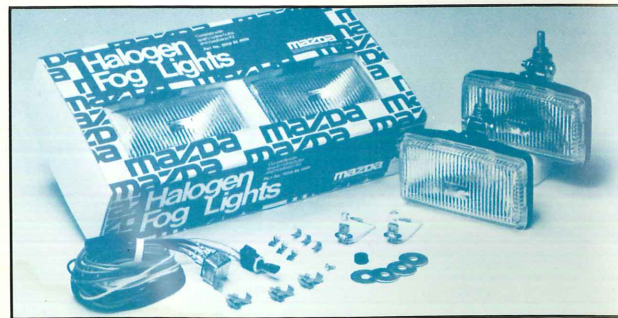
To build our reflector, we begin by mechanically grinding a steel plate, which we cover with several coats of base lacquer. Next we give it a thin coat of aluminum, for even greater reflection value. Finally, we protect it with a layer of silicon dioxide.

Of all methods for producing reflectors, ours is the most expensive. But we feel it's worth the extra cost. Because when we're through, we have an extremely bright reflector that's non-corroding and highly durable. The perfect combination.

3. Shielded lens. Inside the lens, there's a black shield that directs the light beam down onto the road—where it belongs.

4. Exclusive Resicoat® housing. Most other fog lights are housed in plastic. We house ours in steel. And we coat the steel with Resicoat—our special material that keeps the steel rust-proof and scratch-proof.

5. Easily adjustable fixing foot. Our unique fixing foot helps make mounting and aiming fast and simple. It's great for do-it-yourselfers.



GLC



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MAZDA

Fog Lights



MAZDA

Fog lights aren't just for fog.

You can easily see that fog lights add a lot of sportiness to your car's appearance. Give it that "performance car" look. In any weather.

But even when you're on the road, fog lights aren't just for fog. Fog lights can help in all kinds of weather.

Why? Good question. In fact, you've probably got several good questions. So let's see if we can answer some right now.

Q. How do fog lights improve visibility?

- A. Fog lights penetrate fog, haze, rain and snow to give you additional visibility under these adverse conditions.

Standard headlight beams are diffused by these conditions. The light tends to be reflected back into the driver's eyes. And because this light is reflected, only some of it strikes the road surface.

Fog lights pierce through fog, haze, rain and snow with a bright beam of light that cuts underneath the weather, skimming the pavement. And minimizing reflection. So instead of getting glare, you get a picture of the road. And because the beam pattern is exceptionally wide, fog lights help you see not only the road in front of you, but also the dividing lines to your left and the shoulder to your right. †

Q. How can fog lights help in clear weather?

- A. Fog lights help give you greater visibility in clear weather, too, thanks to their wide angle beam. Our lights, for example, provide a beam that's a full 108° wide—as opposed to the 48° spread you get from conventional headlights. So even in clear weather, when used with your low beams, fog lights improve visibility to the sides of the road. This can be especially helpful on narrow, twisting roads.

Q. How can I judge fog light effectiveness?

- A. The most important characteristic to look for is a wide light spread with a sharp cut-off at the top of the pattern. If the cut-off isn't sharp, much of the beam will be diffused and reflected back into the driver's eyes.

Our fog lights are excellent in this respect. They're equipped with a black shield which forces the light down onto the road surface and prevents any leaks which might be diffused and reflected.

Q. Can I install my own fog lights?

- A. Of course. And we make it easy for you.

Most other fog lights are packaged separately from mounting parts—so you'd have to buy wire, connectors, etc. and then figure out how to install them.

But our fog light kit contains all the parts and hardware you'll need, together with step-by-step illustrated instructions.

Including instructions on connecting the automatic shut-off. Fog lights work efficiently with your low beams—not with your highs. So we've designed our lights to work only with your lows. In fact, this is a legal requirement in some states. When you hit your high beams, the fog lights will automatically shut off.

Q. But what about aiming?

- A. Naturally, aiming your lights is a critical step. If they're aimed improperly, they won't do the job they're intended to do.

It's surprising, but very few fog light kits provide aiming instructions. Our kit does—and our instructions are easy to follow.

Q. Sounds like I get more with your fog light installation kit. But is it more expensive?

- A. No. You'll pay less for our complete kit—including lights, mounting parts, hardware and instructions—than you'd pay for most other fog lights alone.

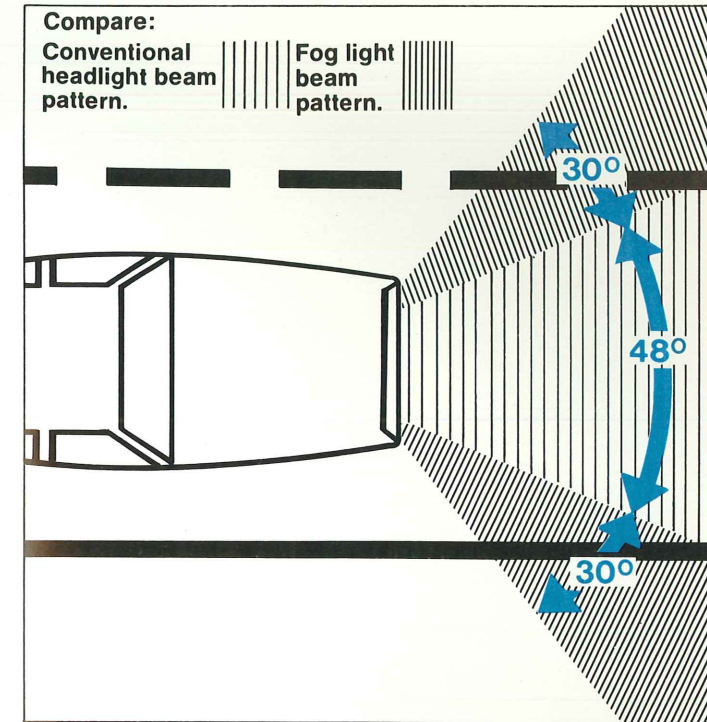
We've designed a fog light kit especially for your car.

First, we designed our lights to fit your car's bumper. So they'll look like they belong. In fact, no one will ever know that they weren't installed at the factory.

And second, we've tailored our wiring and instructions to your car's electrical system. So you'll know which wires to connect—and just where to connect them.

Why settle for a kit that's made for "every" car—when you can have a kit that's made for your car.

Note: These lamps are for use below the bumper only. Check state and local legislation concerning installation and height requirements.



Notice the extra peripheral vision you get with our fog lights. This can help you stay in your lane—in all kinds of weather.

