

# Logo Lamp.

Customised logo mirror



	Logo Lamp 1: 2011	Logo Lamp 2: 2016	Logo Lamp 2in1: 2020
<b>Brightness</b>	15	15/60	60
<b>Image clarity</b>	Good	Better	Best
<b>Size</b>	Average market size	Smallest in market	Smallest in market
<b>Logo Lamp</b>	✓	✓	✓
<b>Surround Lamp</b>	✗	✗	✓

## Overview.

Motherson is proud to work with premium car brands across the globe to evolve their products to suit ever-changing customer desires.

Presented with the challenge to add functional lighting with branding elements to luxury cars, Motherson invented the Logo Lamp – a world first in automotive.

Mounted under a car mirror, the logo lamp uses an approach lamp to display the logo image on to the road below, bringing added safety and a brand strategy to every vehicle.

## Expertise.

Motherson partnered with industry experts to serve our international customers the latest in optic and lighting technology.

We supported product evolution using SPEOS and Zemax software for optic simulation. Ensuring the product is fit for its environment required validation testing and an investment in automation for competitive pricing that appealed to our customers.

Optics engineers created specialised tools to complete the project and our expansion into imaging optics meant we acquired precision optic moulding machines capable of producing high volumes.

## Outcome.

The first Logo Lamp was released in 2011, followed by Logo Lamp 2 in 2016 and the release of Logo Lamp 2in1 in 2020. As we evolve the Logo Lamp each iteration brings extra brightness, better image clarity and more miniaturisation of the parts required.

We're proud to be lighting the stage for luxury car brands, adding more perceived value without adding significant cost.

**Contact us for more information.**