



StreetGlow's Process of Illumination™ Moves Mainstream

Sales of strobe lights and interior lighting soar as consumers purchase automotive aftermarket lighting for both practical and expressive use. StreetGlow fulfills this need by servicing both mainstream consumers and its core performance lighting customer base.

Wayne, NJ, September 11, 2007 --(PR.com)-- Fifteen years ago, StreetGlow started with futuristic undercar glows that turned heads and screamed rebellion. But as Gen-Y upgrades hot-rods for work vehicles, a new need for StreetGlow performance lighting has emerged.

“The automotive lighting category has had a significant shift in the past five years to a utilitarian style of lighting,” said Keith Korchma, National Sales Manager for StreetGlow. “Consumers are purchasing aftermarket lighting for more practical uses such as visibility and safety. Sales of strobe lights and interior LED lighting have been explosive considering this category of lighting is both practical and expressive. StreetGlow provides innovative solutions as factory lighting has limitations,” Korchma continued. “With our array of lighting products, the individual has the ability to tailor both the color and the intensity of many of the vehicle's lights, improving the functionality.”

Two products that enabled StreetGlow to capitalize on this trend were the introduction of the LED strip & the Pro-Series® strobe kit. Wafer-thin, the LED strips provide ambient light solutions for greater visibility in even the narrowest spaces. The Pro-Series® strobe kit is a universal, high intensity strobe system designed for construction and emergency vehicles that displays thirteen different flash patterns and retails for less than \$200.

Commercial applications are just the beginning for this category. Building on the popularity of such items as the LED tailgate strip, StreetGlow has developed a set of dual-function amber LED running lights for most pickups and SUVs. These lights provide visibility at night and incorporate a second set of white LED's that activate when the doors are opened. This one of a kind product comes in 38” and 57” lengths and is available at Streetglow.com.

Korchma concluded “This is the meaning behind StreetGlow's “Process of Illumination™.” We address the lighting needs of mainstream consumers as well as our core performance customer base. By example, our Xenon and LED replacement bulbs provide greater visibility and reliability for any application from hot rods to daily drivers.”

StreetGlow products include automotive neon, LED lighting, Pro-series® strobe kits, and Xenon white® replacement bulbs. For additional information on their new products, refer to www.streetglow.com.

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Contact Information:

Street Glow, Inc.

John Lauro III

973-709-9000 X149

marketing@streetglow.com

www.streetglow.com

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