



## Press release

### Unbreakable – and pretty cool: the new generation of the indestructible Ermax tail lights, now even better with an LED chase

- BPW Group introduces the new generation of the Ermax tail lights to Agritechnia
- Indestructible housing integrates seven functions in a cool slim line design
- For the first time with a dynamic, intermittently flashing LED in a trailer tail light
- Battle against microplastic: extremely robust design despite toughest applications

**Szombathely, 7/8/2019 – A tail light with a cool design and dynamic flashing – on an agricultural commercial vehicle of all things! The BPW Group will show that the attractive form of the next generation trailer tail lights is a continuation of its function at the Agritechnia trade fair (10-16 November in Hanover; Hall 15, Stand E05) – and why they're worthwhile for the vehicle operator and the environment.**

Last September at the IAA Commercial Vehicles exhibition, BPW caused a stir with a new tail light that could even withstand targeted hits with a hammer. Now BPW is already introducing the next generation of the cool, dynamic LED chase – and has, after much deliberation, selected the Agritechnia trade fair for the premiere: and no wonder, seeing as extreme durability is a deciding characteristic for components of agricultural machines. The Ermax TM11 combines seven functions in one housing with a depth of only 47 mm. The functions include the indicator and brake light failure check and the control system for the side marker light indicator function. All functions are integrated in the light in 12 V and 24 V for use in agricultural and commercial vehicles. The intermittent, dynamic indicator light "runs" outwards and evokes the Lamborghini Aventador – a cheeky reference to the founder of Italian supercars, who began his career as a manufacturer of agricultural machinery. Highly shock-resistant polycarbonate, completely LED lamps and "Superseal" connections hermetically sealed against water and dust equip the TM11 for the toughest applications – whether in a field, construction site or on the motorway.

The extreme durability is advantageous for your wallet and nerves and also helps the environment: conventional tail lights generally crumble to microplastic within a year – whether through vibrations, falling rocks, potholes or parking accidents. The TM11 is designed to last for the entire vehicle life, meaning a replacement would pay for itself very quickly.

Torben Pagh, Managing Director of Ermax A/S, the manufacturer of the Ermax lights: "The first generation of our indestructible tail lights was already an immediate bestseller. This new generation will bring cost-effectiveness and trendiness into perfect harmony. The shift of lights from consumable and disposable articles to long-term quality products also sustainably reduces the entry of microplastic into the environment."

Die Marken der BPW Gruppe:





**Picture caption:** The Ermac TM11 is made of polycarbonate with an impact resistant 17 times higher than that of conventional acrylic or ABS used in the automotive industry. (Source: Ermac)

### **About BPW Agrar**

*BPW-Hungária Kft. is a wholly owned subsidiary of BPW Bergische Achsen KG and specialises in agricultural running gear systems and specialist axles in the BPW Group. The company's product portfolio ranges from moving axle stubs to single axles and complete tridem running gear with frames, including suspension and fitted brake systems for a unit load of over 30 tonnes. Over 1,500 employees produce the high-quality and technically sophisticated axles and running gear systems in Hungary. The agricultural products are sold through the member companies of the BPW Group around the globe. [www.bpwagrar.com](http://www.bpwagrar.com)*

### **About Ermac A/S**

*The Danish subsidiary ERMAX A/S from Kolding in Denmark has been part of the BPW Group since 1968. Working under the brand Ermac, the lighting specialist provides a wide range of complete illumination and cable systems for the commercial vehicles branch. Lighting with lamp bulbs, hybrids or LED technology including both multifunctional and single-function lights. The high quality and compatibility of these systems makes them suitable for all applications. The product offering is available as original equipment as well as replacement parts. Ermac A/S currently employs over 40 people. [www.ermac.dk](http://www.ermac.dk)*

### **About the BPW Group**

*The BPW Group researches, develops and manufactures everything needed to keep transport moving, safe, illuminated, intelligent and digitally connected. With its brands [BPW](#), [Ermac](#), [HBN](#), [HESTAL](#) and [idem telematics](#), the company group is a preferred system partner of the commercial vehicle industry around the globe for running gear, brakes, lighting, fasteners and superstructure technology, telematics and other key components for trucks, trailers and buses. The BPW Group provides a comprehensive range of mobility services for transport businesses, ranging from a global service network to spare parts supply and intelligent networking of vehicles, drivers and freight. The owner-operated company group currently employs 7,200 staff in more than 50 countries and registered consolidated sales of 1.48 billion euros in 2017. [www.bpw.de/en](http://www.bpw.de/en)*

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