

New Mercedes E-Class headlight design announced for 2013 | Mercedes-Benz Hertfordshire

In mid-December Mercedes-Benz announced that it is working on a brand new design of car headlamps that will debut in the [New Mercedes E Class](#) within 2013.

Stevenage, Hertfordshire, UK (PRWEB UK) 2 January 2013 -- A YouTube video preview of the headlamps is getting lots of attention as it allows curious, excited and eager fans of the brand get a sneak preview at what the [New Mercedes](#) headlights will look like. The lights are a single-pod, but despite that, they still maintain their signature look -- the quad headlight. The headlights contain four LED-laced lamps and the lamps are placed to the side of the grille. This look shows just how progressive the company is, with the angular and aggressive design.

The headlamps' Designer and Head of Exterior, [Stefan Handt](#), has spoken that a well-designed lamp requires a special expression that adds to the style of the car, overall. Keeping balance, though, is also important since the headlamps should not be the main focus of the vehicle.

The designer, who put much time and effort into developing the new headlamps, says that automotive designers need to push the boundaries and do what's never been done before. Going to the next level -- continuing forward -- is a necessity. People must be fascinated with the latest models that are on dealer lots, or else there is no reason to upgrade from an old, [used Mercedes](#) to a new Mercedes as frequently as many fans of the brand are apt to do.

This new design will once again position Mercedes-Benz at the forefront of the industry in terms of design. Previously, they introduced elements which really made their mark as a defining part of the brand. The twin headlamp face was revolutionary when it was introduced just a few years back. Now the company is sure to be the talk to the salesroom floor with this new headlamp design on the Mercedes E Class vehicles.

-END-

Author: David Newman - Digital Marketing Executive

About Mercedes-Benz Hertfordshire - L & L Automotive

L&L Automotive is the driving force behind a dynamic retail network aimed at enhancing sales and after sales services for the region's existing and prospective Mercedes-Benz, AMG and smart customers.

Encompassing retail outlets in Bishop's Stortford, Hertford and Stevenage, the group is operated by L&L Automotive – a company boasting a lengthy and successful history.

L&L's Mercedes-Benz businesses moved into Hertfordshire in July 2002, when it was selected as one of Daimler UK's key business partners in establishing a revitalised national retail structure.

L&L Automotive. is a company registered in England and Wales with company number 4415393

VAT No. 794 6047 92



Mercedes-Benz of Stevenage : +44(0)1438-737800

Mercedes-Benz of Bishops Stortford : +44(0)1279-719333

Mercedes-Benz of Hertford : +44(0)1992-514444



Contact Information

David Newman

Mercedes-Benz Hertfordshire

<http://www.landlautomotive.co.uk/>

01279 719333 303

David Newman

Mercedes-Benz Hertfordshire

<http://www.landlautomotive.co.uk>

447872121529

Online Web 2.0 Version

You can read the online version of this press release [here](#).