

Advertising Feature

HEADLAMPS AND URBAN MYTHS

WHAT is an urban myth? It is "a story, generally untrue but sometimes one that is merely exaggerated or sensationalised that gains the status of folklore by continual retelling.

"These stories may be old and cliché-ridden are often given a degree of plausibility by being updated in a contemporary setting or by the teller's claims of personal involvement."

Not our words but a description found on the internet, and a way of letting the BFG community know there are urban myths going around that pattern headlamps are rubbish, usually told by those wishing to make a bit of 'cash on the side'.

MARKET

After selling cars for many years, starting with tax-free cars for the BFG community in May 1983 in Iserlohn, at the turn of the new millennium we started Headlamp Shop to fill a gap in the market in BFG.

Headlamps can be expensive and, after sticking to quality used and original equipment headlamps for many years, we found that legal pattern headlamps from South America and the Far East were available, for example from Hella who supply Audi for the 2001-2004 A6 halogen the tax-free list price is €639 for a set plus postage.

We supply a pattern set from Depo at €299 tax-free includ-

by Headlamp Shop

ing insured delivery to your door in Germany. They're not perfect compared to original equipment but legal and perfectly serviceable if fitted correctly for a BFG lighting test.

Over the past few years we have had pattern headlamps returned with comments such as 'faulty' or 'total rubbish' because of such urban myths. The same headlamps have been sold on to others as returns and found to be satisfactory.

We now sell headlamps all over the world, and via the internet over the last seven years, and have only had two complaints regarding quality. Considerably more come from the BFG community. Why? Because of urban myths.

Arteb supply to Volkswagen and Depo supply to Alfa Romeo and we must point out that although you may need to swap the height adjustment motors and bulbs, you can save up to 50 per cent on original equipment prices.

In the words of Victorian author and critic John Ruskin: "It's unwise to pay too much, but it's also unwise to pay too little. When you pay too much you lose a little money. When you pay too little, you sometimes lose everything, because the thing you bought is incapable of doing the thing you bought it to do.

"If you deal with the lowest bidder, it's well to add something for the risk you run. And if you do that, you will have enough money to pay for something better."

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