

Here is the interesting reaction of Masaru to the DVN editorial published 2 weeks ago about halogen ban.

"In Japan, general lighting is shifting very fast towards LEDs. It is much accelerated after the disaster because of the lack of electricity. Active retail stores are competing to replace fluorescent tubes with LEDs. Government and electricity companies are leading campaigns for energy saving. The market share of retrofit LED bulbs overtook conventional bulbs on the last week of May.



"Because of this situation, most Japanese consumers recognize LEDs as products of energy saving, high-tech, cutting-edge and cool!. I believe that LED headlamps will penetrate very fast in Japan if the price is reasonable.

Toyota Prius-alpha (Prius plus in Europe) is under record-breaking backorder.

We have to wait a whole year to get it! There is not anymore an HID option and in the 6 grades for Prius-alpha, there are 4 grades with LED headlamp. The grade "S", the next to the bottom, practically the base grade, has an option of LED headlamps. The very bottom has no option, but this grade is basically for fleet users.

The price of LED headlamp option which includes headlamp cleaner and automatic leveling is around 1,000€ (¥110,000), with combined upgrade for numbers of sensors of smart entry system from 1 to 3 which automatically unlock doors when key holder touches the door.

Japan is changing to the energy efficient country and I hope those people don't like to use halogen anymore."