

June 3, 2003

Dear Street Rod Enthusiast,

We have just finished our latest product and can't wait to share the details with you. We have completely redesigned the classic 1938-39 Ford teardrop taillight to modern standards and the result is simply fantastic. Check out these details:

- **Flush Mount.** We have eliminated the "bucket" of the original Ford design making our unit flush with the mounting surface.
- **Extra Bright.** We use the latest LED technology giving the brightest light output possible. Our LED array was designed specifically for the '38-39 Ford taillight's unique shape. Unlike the original, the entire lens is illuminated!
- **DOT standards / Safety.** Our version of the '38-39 Ford taillight incorporates a built-in reflector for visibility when the car is parked. No other design has this important safety feature. Our light also maintains the DOT specified brightness ratio (7:1) between the tail and stop light functions. Safety first!
- **New lens design.** Our '38-39 Ford taillight lens is all new. We have changed from the original glass to a high impact plastic. We have also added increased visibility from the side of the car.
- **Materials.** All materials used in the construction of our '38-39 Ford taillight are non corrosive. All hardware, as well as the base, is made from stainless steel.
- **Heat.** Our LEDs produce little heat for long life. Expected life is over 100,000 hours of on time.
- **Gasket.** We threw away the brittle, old cork gasket and redesigned it with modern materials. Our gasket is made from a pliable, rubber-like material that will outlast cork by years.
- **Made in the USA.** Our '38-39 Ford taillight was designed and is manufactured right here in Indiana.
- **Not Expensive.** \$99.95 / pair.



Our new design of the '38-39 Ford taillight includes a host of improvements over the original including an integrated reflector.



Thin is in! Our light flush mounts to the body while retaining the Ford stud location.

Technostalgia

"Today's Technology, Yesterday's cars"

We will offer this unit only in pairs as a complete, ready-to-install assembly. Our part number for the pair is 6020.

We hope that you share our enthusiasm for this product. After seeing our version of the '38-39 Ford taillight you will agree the redesign was about sixty-five years overdue.

Our new '38-39 Ford taillights are currently in stock and can be shipped immediately upon receipt of an order. We accept major credit cards

Please call (812-265-0062) fax (877-682-4909) or e-mail should you have any questions.

Thanks for the opportunity to tell you about our latest product.

Sincerely,

Technostalgia



\$99.95 for two complete taillight assemblies is very reasonable considering the built-in reflector, LED technology, stainless steel construction, and built in the USA quality.

1889 E Telegraph Hill Rd
Madison IN 47250
www.cool-leds.com

Phone: (812) 265-0062
Fax: (877) 682-4909
E-Mail: INFO@cool-leds.com