

Who is your avatar?

Fez is a 17-year-old male who recently just bought his first car. It is a GU. He loves his 4wd and making it look aesthetic.

What is their current situation and why is it so bad?

Fez is tossing between which spotlights to buy. All this procrastination between deciding is wasting time that he could have spotlights sooner.

He doesn't want the globes to be too warm/yellow

He is unsure if they are compatible

He is concerned they are not adr approved mods.

What is their dream situation and why is it so desirable

Fez's dream situation is being able to set up a set of spotlights that are easy to do, very bright, the perfect colour, compatible with his GU, and are ADR approved mods.

What problems are stopping them from reaching the dream state

He cant choose between ARB, STEDI or Kings. All their features are similar, but he needs the pair that are perfect for his car. And he doesn't know which is.

How will the product bridge the gap between the current and dream state

The product is the perfect pair of spotlights he is looking for.

Protagonist - me

Antagonist - competitor brands

SL: Why these are the Superior Spotlights

Last Sunday, I was cruising home on the highway at about midnight after a long weekend with the boys four wheel driving up at Won dong,

And while driving, I was admiring my spotlights, which lit up the whole road under the night sky which was filled with stars that looked like glitter.

And it may as well have been daytime, the globes danced under the plastic danced like a club pumping off it's chops.

A radiant cool white light which illuminated the *entire* road, not a single car in sight.

This made me think back to when I was my 18 year old self, and like a young bird learning to fly and eager to explore, I had to buy the right mods for the car.

Buying spotlights pissed me off the most out of anything.

My GU came with a bar already, carplay was easy to install and there wasn't much options anyway, I already knew I wanted 37" muddies and black rims,

But the lights, F me dead were a different story.***

You can call me picky, but I was not going to drop hundreds of dollars on an average set of lights.

I did not want them to have a warm, yellow stench *gross*,

I didn't even know if it was possible to wire some from others,

And most importantly, I was oblivious what ones were ADR approved mods.

You see, if you and I are the same, you want lights that beam through all of these problems once hooked up.

And once I bit the bullet and bought a pair, I couldn't have been more happy with my decision.

They are exceptionally bright (*I did not have to worry about the color being off*),

Easy to wire,

They offered a refund if I was not satisfied,

And most importantly, they were ADR approved.

On top of that, being the broke fish out of water I was, they were competitively priced.

They even have a feature on the website where I can type in my **exact car model** and it shows a list of which ones are compatible.

I haven't looked back since, because they are rippers.

Find out what this powerful brand is

[Click HERE to find out more AND get free shipping](#)

(Don't miss this opportunity, stock sells out within the week every time)
