

Profit from electrics and electronics.

Guarantee your success with Hella.



Product range



Technical Service



Aftermarket Club



Sales Support



Online catalogues



Logistics



Diagnosis



Innovation



***Ideas today for
the cars of tomorrow***

Electrics and electronics – the drivers of your success for today and tomorrow.

Electronics: The business of the future for your garage customers!

Only a few years ago, the engine was the heart of a car – today it's the electronics. The motor vehicle trade has adapted to this development and created the role of mechatronics technician.

52 percent of all car breakdowns are caused by software and electronics

This is not just a temporary fashion, it is the result of increased consumer requirements on safety, comfort and infotainment. But: What is installed in the vehicle will fail at some time or other. In 2007, the German Motorists' Association ADAC found that faulty software and electronics are already causing 52 percent of all car breakdowns. The experts are expecting this figure to rise to more than 60 percent in 2015. In other words, the business of the future will not be based on exhausts, brakes and gaskets, but rather by modules and sensors.

Are you sure you can be certain of getting enough of this business?

Faults in electronic components can hardly ever be seen. For this reason, the demand for diagnostic competence is rising rapidly, for intelligent rather than experimental repairs, for quality and availability of the electronic spare parts. This places enormous demands on both wholesalers and independent garages if they are to realise the lucrative potential of this development. Secure this potential for your business, before your competitors do.

Because when a well equipped new car rolls off the assembly line today, electrics and electronics are responsible for up to 30 percent of its value.

What can Hella offer you?

As a committed partner, we provide support in the area of electronics with a convincing range of services. Our long years of experience in OE business provides the solid future-proof basis for this. It enables us to meet the high expectations of the automotive parts aftermarket and to give the market real innovative impulses through our technical know-how. Our driver assistance systems are a good example of this innovative strength. Find out more about these on pages 7 and 8.

Hella has put together an all-round optimum package of electrics and electronics for you:

- ▶ **Product range**
- ▶ **Technical Service**
- ▶ **Aftermarket Club**
- ▶ **Sales Support**
- ▶ **Online Catalogues**
- ▶ **Logistics**
- ▶ **Joint Venture**
- ▶ **Innovation**



1. Product range

In the electrics and electronics range, we supply top-quality product ranges tailor-made to your market conditions.

The range covers a wide assortment of products for drive train regulation, body electronics and engine management.

Continual monitoring of changes in the market allows us to expand these ranges quickly. This also includes applications for the current vehicle parc, of course.



2. Technical Service

Conveyance of information and knowledge form the pillars of our technical service.

2.1 Technical information and hotline

You can look at current technical information about Hella products at any time online through the Hella Aftermarket Club.

The experienced garage specialists involved in our technical hotline are always ready to provide support whenever you need it, quickly and to the point, from one expert to another.



2.2 Training courses and Hella Online Training

Thanks to our technical training with immediate practical application of the knowledge just learned, you can increase your electronics competence and keep up-to-date. Ask your Hella contact about the current live training offers.



Train online – all it costs is a smile!

Test the free Hella online training concept. It's straightforward to use through the Hella Aftermarket Club – see for yourself. The tutorials can be worked through comfortably at a PC. Increase your knowledge at your own learning speed. Virtual garage and animations make learning much more fun. If you like, you can test your newly acquired knowledge immediately at the PC.



3. Hella Aftermarket Club

Free access to valuable information from Hella for you - 365 days a year, 24 hours a day:
www.hella.com/amc or www.hella.co.uk/amc.

The Aftermarket Club is the free Hella online service that is absolutely without obligation for you. As a member, you receive detailed information about new products, technical information and sales promotion material (also for downloading). Availability requests and traceability of the current status of your orders makes your day-to-day work easier. Are you already a member? If not, please get in touch with your Hella contact partner!



4. Sales Support

The maxim "Do something good and talk about it" applies more than ever in today's multi-medial business world. Under today's highly competitive conditions, the best product and a good service performance can only be sold through marketing concepts tailor-made to the target groups. Hella provides support through personal counselling and information material with a practical useful value. A widely diversified measures spectrum is waiting for you:

- Market information
- Stock suggestions
- Online Sales Support (TecCom, Aftermarket Club)
- Advertising material for specific target groups

5. Online catalogue

The Hella online catalogue covers the Hella product range one hundred percent. A working instrument that becomes an indispensable partner after only a few days. User-friendly search functions quickly show you the required product or product group. The current catalogue version can be found in your Hella Aftermarket Club: www.hella.com/amc or www.hella.co.uk/amc.



Further services such as product availability, online ordering process and order status round the package off. So you are not only always up-to-date, you save plenty of time as well. As a Hella Gutmann Solutions customer, you automatically receive the Hella online catalogue.



Hella all-round optimum package

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- ▶ **Innovation**

6. Logistics

Availability is one of our main concerns: We aim to provide 95 percent availability for our complete range – day in, day out.

Our tight-meshed logistics network guarantees top-level logistic standards and short delivery times. Late order acceptance deadlines and the individual selection of transport services makes it possible to deliver goods the next day.

Attractive and effective packaging, clear labels and the marking of all items with EAN codes are all factors that help our customers to handle our goods safely – saving time and money.

7. Diagnosis

Hella Gutmann Solutions: The new joint venture for vehicle diagnostic systems offers the perfect solution for all garage requirements. From entry-level or second devices through to the high-end tester. Gutmann's measuring technology is contributing decades of diagnosis competence to the partnership – combined with a wide range of products and services for comprehensive vehicle repairs. Hella supplements the venture with the know-how from more than 3,000 engineers, an enormous pool of technical data and a global network of sales and service partners who guarantee the necessary close personal contact to our garage customers. Hella Gutmann Solutions is the tailor-made partner for garages that want to perform perfect work, thus securing business now and in the future.





Innovation

New driver assistance systems – real innovations from Hella.

An important component of active safety in the vehicle is driver assistance. On the basis of a broad technology portfolio made up of radar, LIDAR, camera and

ultrasonic sensors, Hella is developing driver assistance systems that increase both traffic safety and driving comfort. Within a very short time, Hella has taken

up a leading position in the still relatively young market of driver assistance systems.

Two examples of Hella driver assistance systems:

1. Lane Departure Warning

A small moment of inattentiveness on the part of the driver is all it needs for a vehicle to come off course. This can result in quite serious accidents. With the Lane Departure Warning system, a front-end camera detects unintentional deviation from the driving lane and warns the driver accordingly either through an optic, acoustic or haptic warning signal. This helps to avoid side-on collisions.

This driver assistance system from Hella is based on a system approach which with the aid of image-creating sensors and mechanical vision detects features such as marking lines in road traffic. Lane detection is one of the first image-processing applications in the vehicle. It detects the position of the vehicle relative to the lane markings, compares this with the driver's expected intention (which can be determined on the basis of changes in steering angle, indicator and brake actuation) and can inform and warn the driver in critical situations. To guarantee successful image processing under a wide range of lighting and weather conditions, sturdy, model-based image-processing operators determine the position of the lane-



markings in advance at different distances. A state observer thus integrates the image features found as well as the model of regularities of intrinsic movement and lane geometry into the evaluation and thus follows the vehicle movement. In addition, a rule-based feature selection is accessed.

On the basis of specified rules, special situations such as turning lanes and motorway exits are detected in order to avoid false interpretations.

2. Traffic sign detection

Today, road users have to take in and react accordingly to a great deal of information at the same time and in quick succession. To support the driver in such situations, Hella has developed a traffic sign detection function. With this system, a front-end camera monitors the road continually during the journey and detects

the speed limits on traffic signs. If drivers are too fast, they are informed accordingly and can adapt their speed. This reduces the number of accidents caused by excess speed. The danger of expensive speeding tickets is also banished. In addition, the system "traffic sign detection" can be combined directly with the automatic proximity

control system (ACC) and the cruise control, so that speed is automatically restricted and the prescribed distance to the vehicle in front is kept.



Traffic sign detection from Hella:

- Continual information about speed limits
- Safe driving and reduction of speeding
- Low-cost system integration by using the CMOS camera which is suitable for flexible application
- Possibility of extension with active and passive safety systems

Hella all-round optimum package

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