

Lighting

Electrics

Electronics

Air Conditioning

Sales
Support

Technical
Service

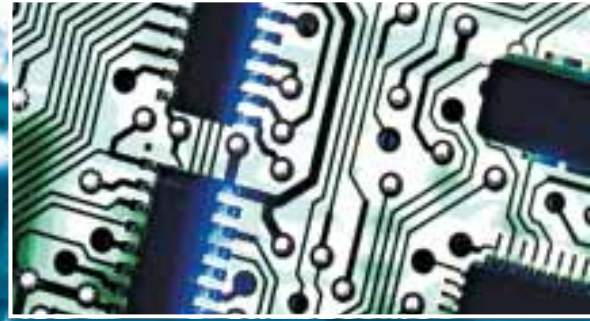
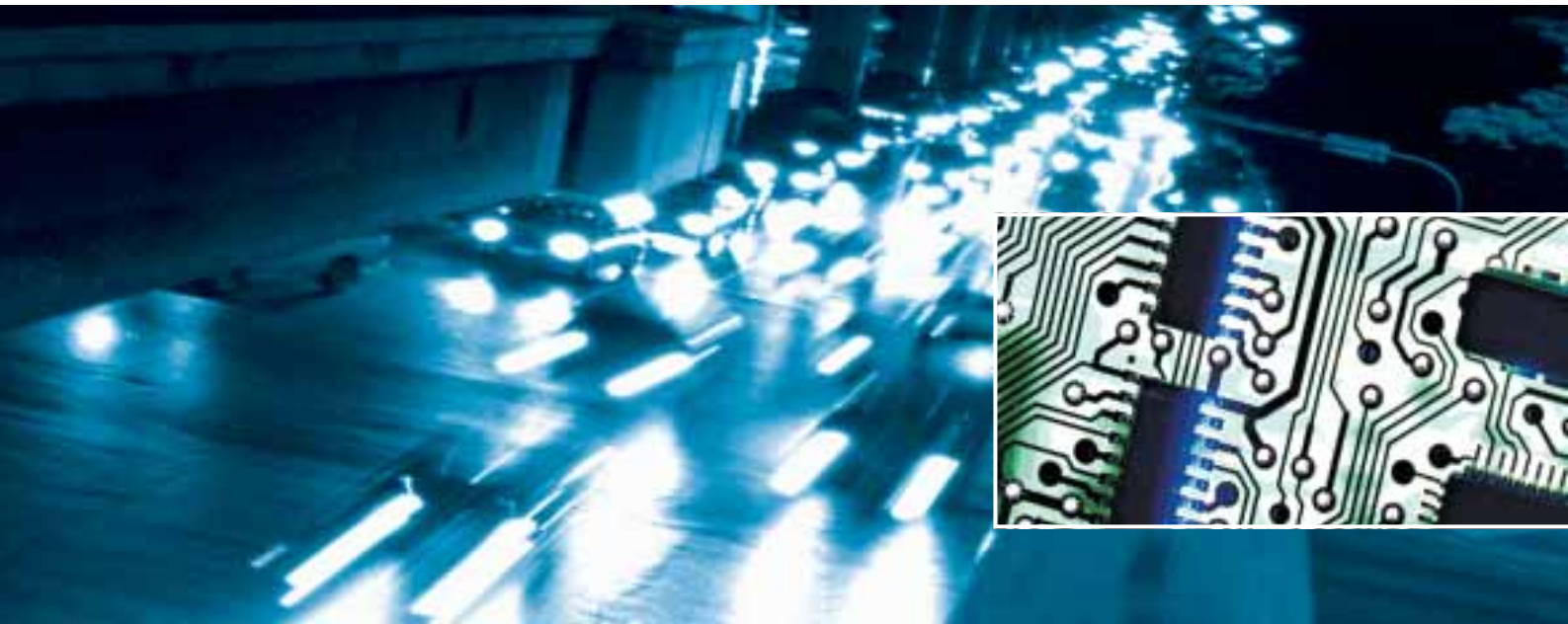
Our Ideas,
Your Success.

The Market in Focus

Our Ideas, Your Success.



*Ideas today for
the cars of tomorrow*



We have widened the road to success.



We have widened the road to success:
Strong growth ranges plus reliable support.

Hella guarantees supplies of parts and accessories to the parts aftermarket and garages. Yesterday, today, tomorrow. We are a globally recognised partner to the automobile industry. Our innovative competence in the areas of Lighting, Electrics, Electronics, Air Conditioning together with our absolute orientation towards the needs of our customers means we are a development partner in demand around the world. The more sophisticated tasks and technologies become in the future, the more likely it is that we will obtain the order for series production – which means Hella original parts for you.

For good business, however, parts alone are not enough. And that's why Hella has always offered strong ranges plus professional services. What has always been a matter of course for Hella customers in the areas of Lighting and Electrics has now been extended intensively in the areas of Electronics and Air Conditioning systems. In these dynamically growing areas we are also committed to supplying you with strong ranges. The four product areas are

flanked by attractive sales support and first-class technical service – all in a branch-wide new dimension of competence. Because not only the new headlamp technologies but in particular these new areas of growth make great demands on knowledge of the products and specialist knowledge – in advisory services as well as in repairs.

Our ideas, your success: opening up new opportunities for business success for you in a demanding market is the road we are taking. Although we already supply a unique combination of ranges and services today, we want to improve and intensify our efforts even further. Above all, however, we will keep firmly to the road we have already started along.

We keep what we promise.

Your Hella Aftermarket Team.





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Review |

Good neighbours recognise each other even after thirty years.

Klaus Blaha from the parts wholesalers Werthenbach in Lippstadt:

"I have been working with Hella for exactly thirty years. The company is only a stone's throw away. As a master motor mechanic I am in a position to judge what technical developments have taken place during this time and the innovative impetus that has flowed from the main plant and the other plants into the world of motor vehicles. If you keep your eyes open, you can discover well camouflaged prototypes on the streets of Lippstadt. What is in the offing in the lighting sector is very impressive indeed. Not to mention the electronics and Air conditioning sectors. But technology isn't everything, no matter how good and revolutionary it is. The deciding thing is what people do with it. In advisory services, training sessions, sales, supplies and, of course, in customer services. As far as Hella is concerned, I have had nothing but good experience with them in the past thirty years. If I compare them with other suppliers, Hella comes off very well indeed – and being neighbours I am particularly critical in their case. I'm sure that wholesalers and garages will be in good hands with Hella in the years to come, too. Let's hope that there is still room for personal contact in the future. That's something I've always especially liked about Hella."



Summary |

You have to make yourself useful: As a technology expert. As a service provider.

Technology expert: Hella has been in the business ever since the very early days of motor vehicles. Today, our developers, designers and project managers are invited to the conference tables of car manufacturers around the world as early as the model planning phase. We have had to work hard to gain this trust. Customer orientation is the key to our success. Performing tasks that will be "useful" to customers is what our staff are committed to. This is how we have been able to consistently expand our competences. Because headlamps could no longer manage without electronics, electronics worked in networked systems, systems were developed from individual products – such as complete front-end modules, for example, in other words the complete nose of the vehicle including headlamps, Air conditioning system and cabling. In the past few years we have set up quite a depth of range in electronics and Air conditioning systems alongside lighting and Electrics. This is not only positive for Hella and the automobile industry, it is also positive for the knowledge and the volume of parts that Hella supplies to the aftermarket and garages.

Service provider: Hella has gained in strength in a supplier market subject to extremely intense competition. With organic, solid and healthy growth we have created special space for ourselves to be able to offer the aftermarket and garages exactly the additional services they need for simple, effective, modern work and long-lasting business success. We have developed our sales support even further and significantly expanded our technical service – by integrated modern online media, for

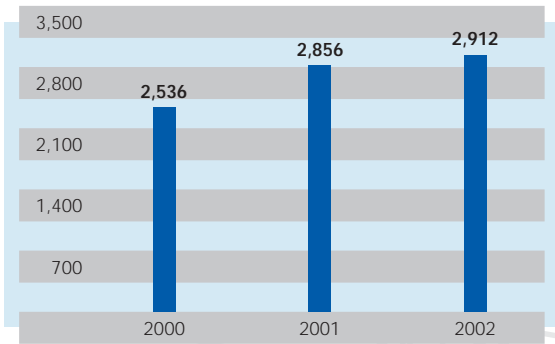
example. The main factor, however, is the investments we have made in our ranges where we know demand is going to increase in leaps and bounds. And thus in the guaranteed future for the aftermarket and garages. Because it's only our customers' success that makes us successful.



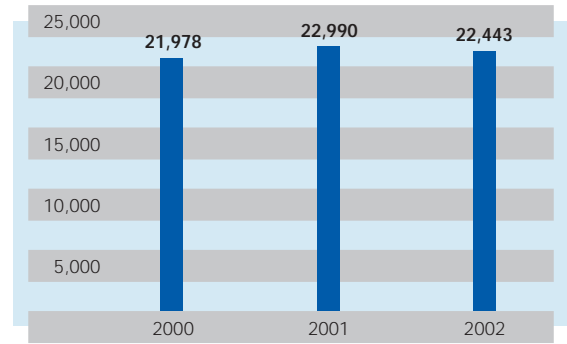


Hella Group of Companies: Key figures

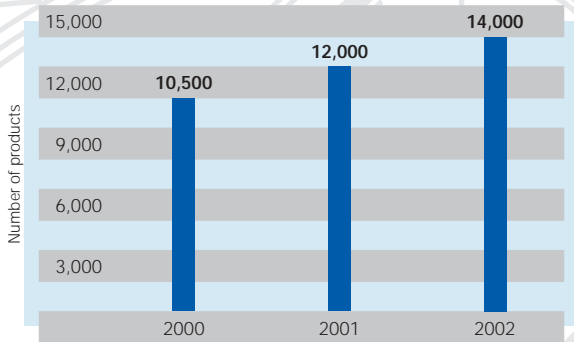
Sales in mill. EURO on 31.05.

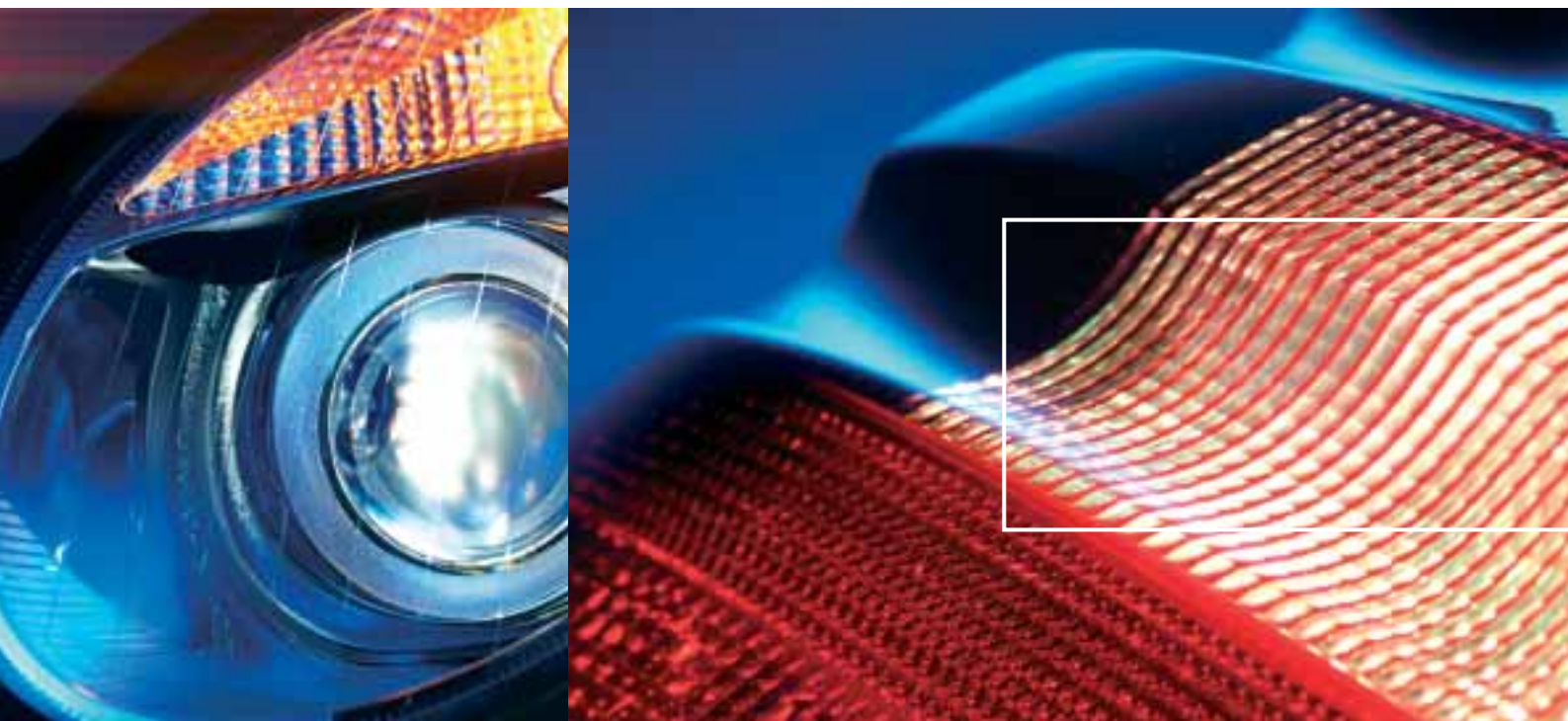


Group employees on 31.05.



The Hella aftermarket range is growing dynamically and steadily
 Source: Hella market research 2002





Summary

You have to perform more: Thoroughly. On a solid basis. World-wide.

Thoroughly: It's not that long ago that the name Hella was associated world-wide mainly with "the number one lighting expert". These days, Hella's sound competence is just as valued in the sectors of Electrics, Electronics and Air conditioning. But here again, strong ranges aren't everything.

Our recognised good sales support has been improved even further. For example, Hella now has current information and data available online for downloading: about special sales offers, product availability or about your prices for end consumers. The online catalogue ensures the fastest possible access to the very latest products and provides additional convenience functions such as part identification and transcoding. Our Technical Service is keeping up with the level of the products: Hella provides support in the form of practice-oriented technical training sessions – on the topics of function, technical data, diagnosis, installation and removal, reasons for failure and repairs. In addition, we provide detailed documentation: product information, extracts from assembly instructions and much more besides. And if things should prove too difficult on the odd occasion, our Technical Hotline will be there to help. All in all a performance package unique in the branch.

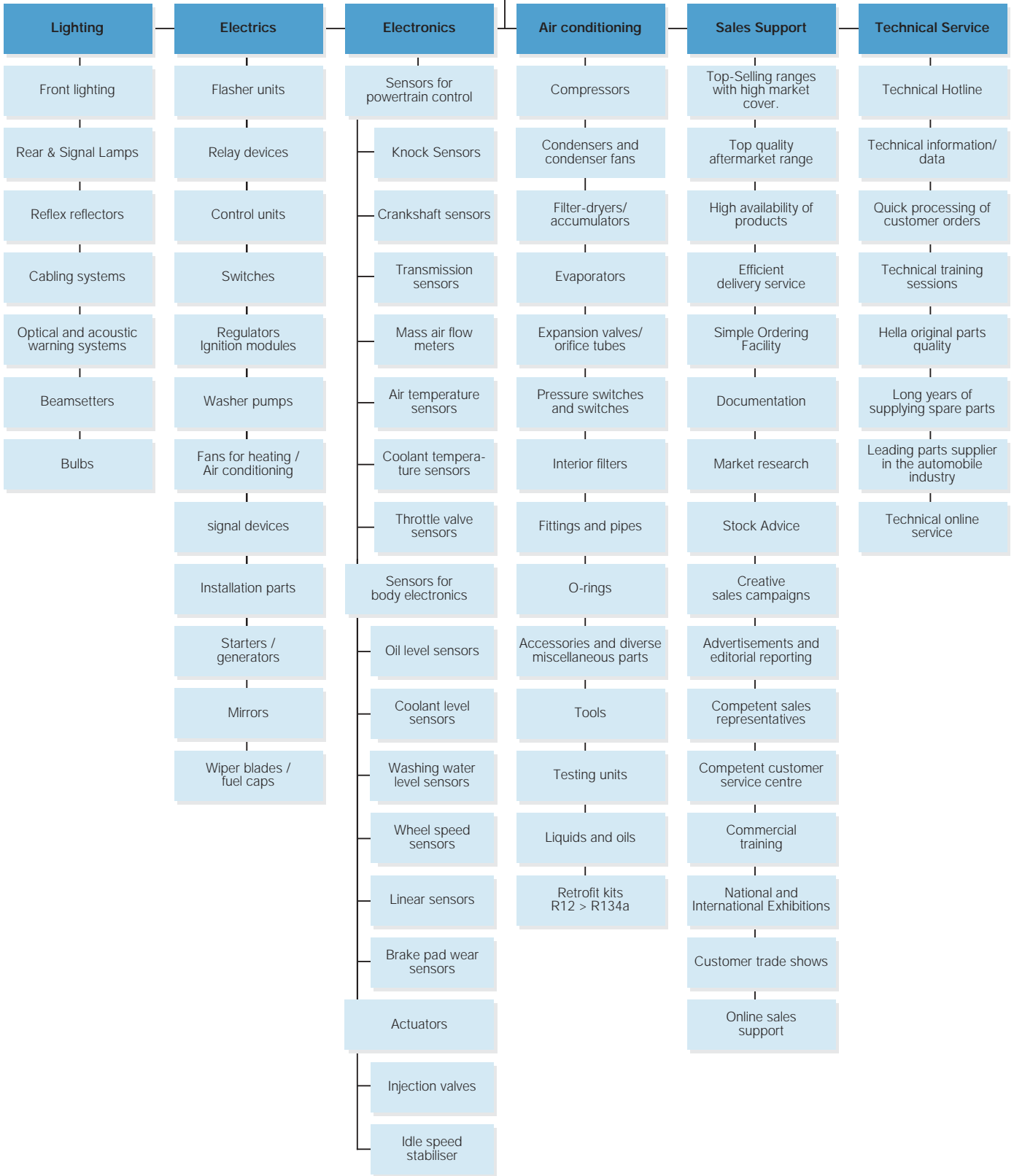
On a solid basis: For a company with more than 22,000 employees, the future must not be allowed to be the object of speculation. We draw up forecasts, analyse connections and put the chances for success into concrete terms as early as possible. Hella market research creates the required conditions. Staff have their finger on the pulse of time and draw up mid and long-term statements. So that our customers and their customers always get the right products and services. We know what drivers wish car manufacturers would equip their cars with in future – what will be a profitable market for repair business when.

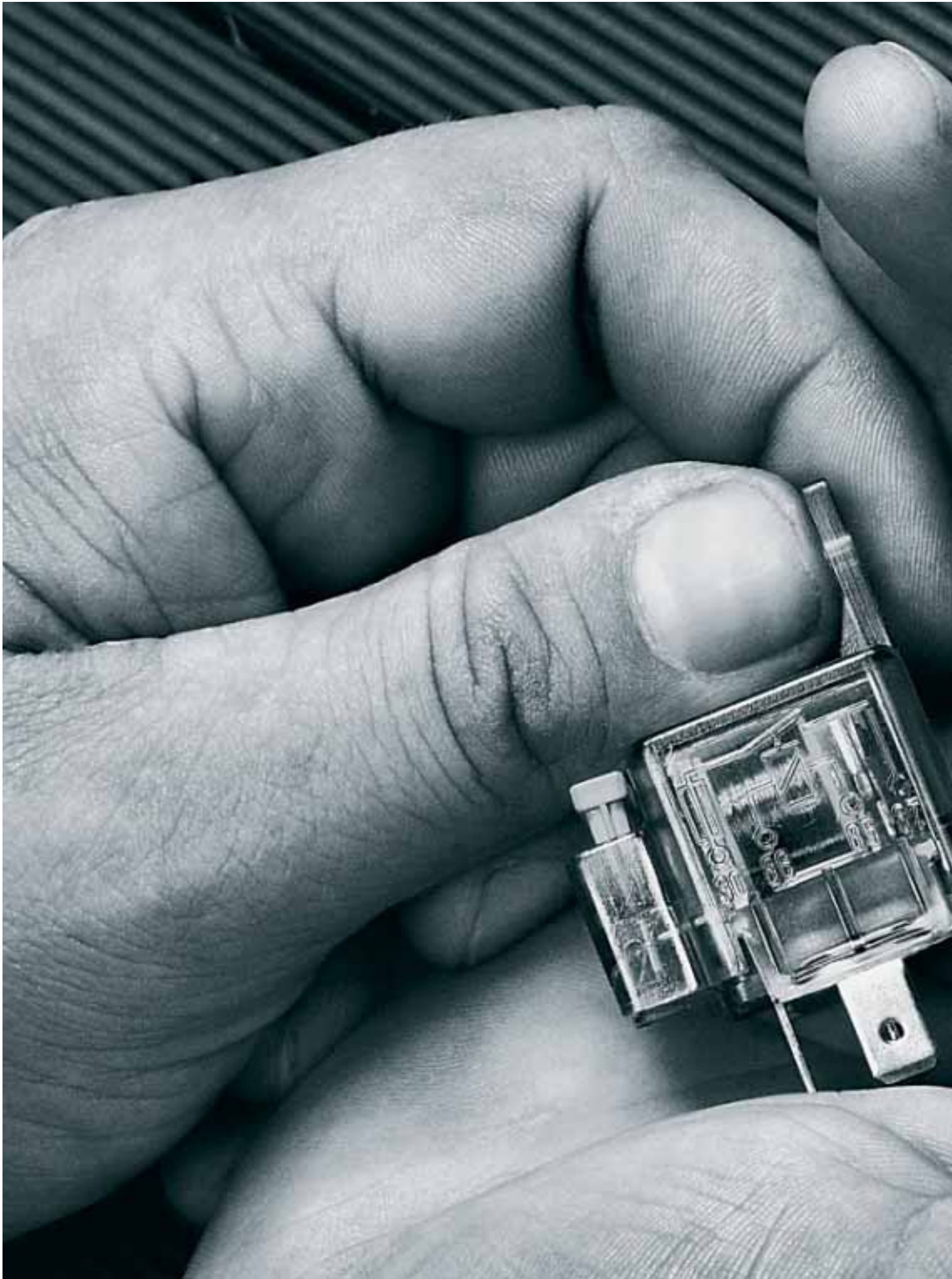
World-wide: The right product in the right place at the right time. This is guaranteed by a logistic system the aim of which is high availability of parts at the customers. Our sales organisation is active in over 100 countries and on every continent. This guarantees aftermarket and garage customers optimum goods supplies and support. And we value the increase in effectiveness that modern means of communication offer in the areas of order processing, deliveries and service. We know, however, that nothing can take the place of a private conversation, personal advice and a binding handshake. That's why we are very near to you.





Hella
Summary of products and services







Insight |

The most important tool is our attention to detail.

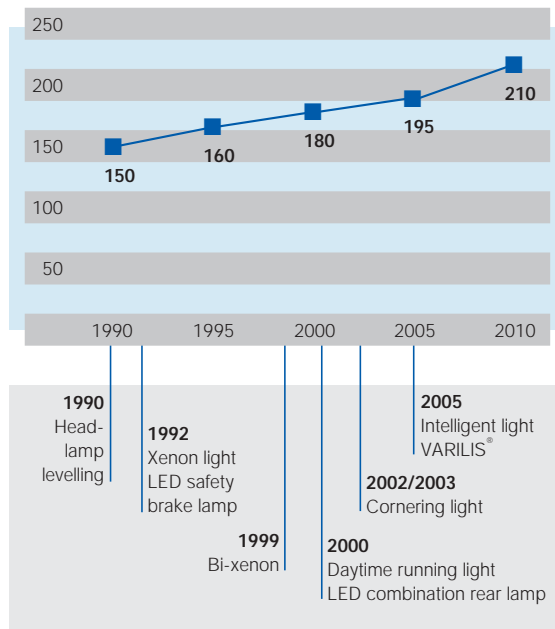
This is what Hella products and services have to thank their good reputation for. Without our keenness for detail, without sound work, visions would remain a product of fantasy and fail - much to the disadvantage of the company and its customers. Only a loving attention to detail creates precisely "what fits". It is at home in all our plants and departments and guarantees rounded-off ranges, reliable service and honest partnerships.



Insight

An original can only be replaced by the original.

Car lighting: Market volume is growing as a result of increasing lighting innovations and higher numbers of cars
Car figures in Western Europe / Source: Hella market research



The "diagram of lighting innovations" the milestones in lighting development came and continue to come from Hella. That's why the Hella trademark is the best guarantee for perfect function and satisfied customers when it comes to the use of spare parts. After all, only the inventor knows about his invention down to the very last detail. In a dynamically growing market the safest source for return on capital is original parts quality.



The personal look of the car is particularly emphasised by free-form reflectors. Hella fulfils every wish.



Everything is growing: the market, the number of vehicles fitted with Hella products, the complexity, the value, Hella success.

The number of vehicles on the road will continue to increase considerably in the next years. Thanks to Hella, products such as daytime running light, repeater flasher lamps, side marker reflex reflectors and cornering light show the number of special features involving lighting is also increasing. At the same time the degree of technical product complexity is increasing at an exponential rate.

Technologies such as xenon, VARILIS[®], intelligent light and LED are more than just headlamps and signal lamps: they are high-quality optical-electronic systems. If year-on-year more cars and trucks using Hella technologies roll over the roads, the partnership with Hella will become more valuable with every single model year.

The first headlamp in the world to be approved with a standard fitting cornering light as a preliminary stage to the intelligent headlamp system VARILIS[®] for the new Audi A8.

Hella original parts for cars and trucks:

- Original equipment manufacturer quality from the leading equipment partner of major car manufacturers.
- A wide range and high market cover for headlamps.
- Market leadership with xenon headlamps.
- Development and use of innovative technology systems such as bi-xenon, LEDs and light guides.
- State-of-the-art xenon technology e.g. in the new Daimler Chrysler E-Class.
- Use of intelligent headlamps e.g. in the new Audi A8 – the first series-produced headlamp in the world with cornering light.
- Latest LED technology e.g. the combination rear lamp in the BMW 7-series.
- Future product developments: static and dynamic cornering light using VARILIS[®], the technology of the future.



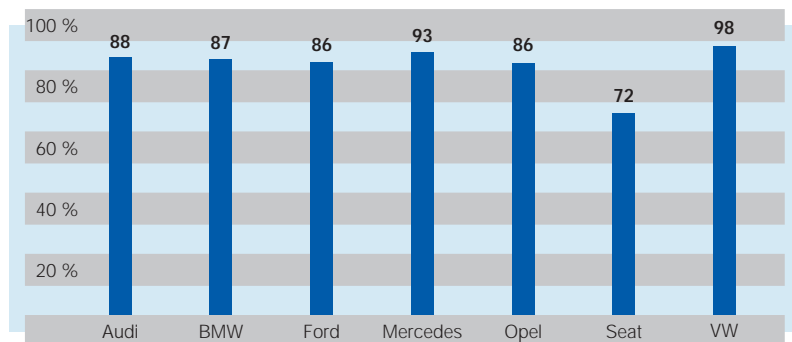
All xenon and bi-xenon systems have an integrated dynamic headlamp leveling device and headlamp cleaning system.



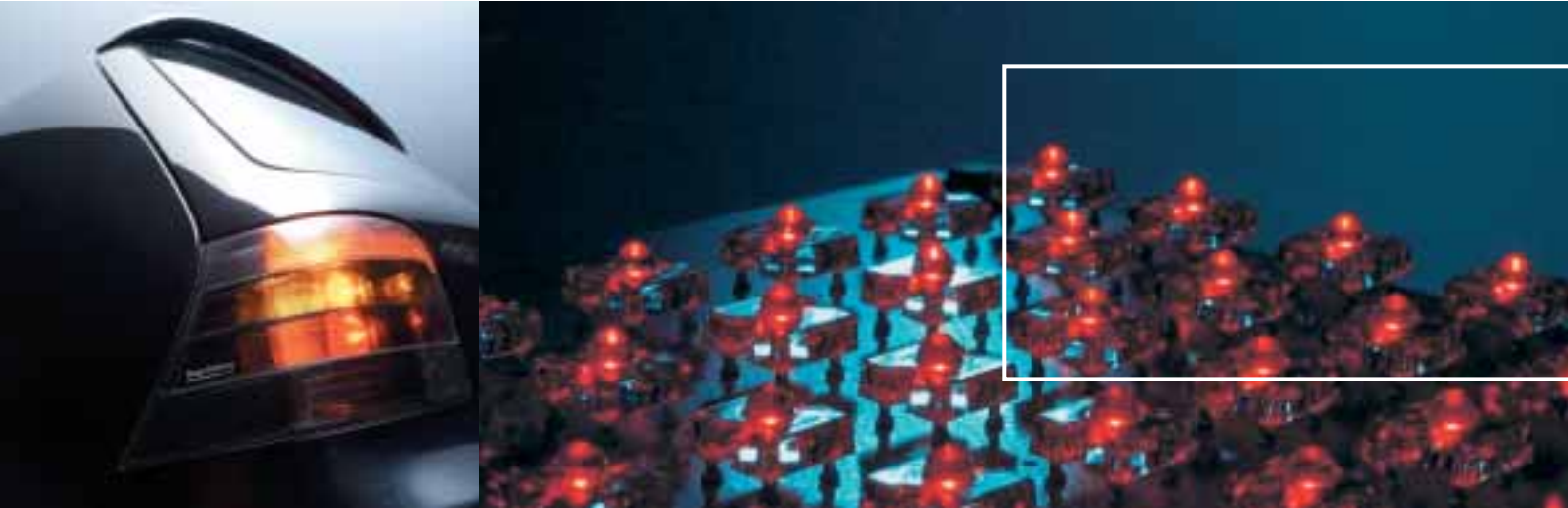
Hella main headlamps

Range cover in Western Europe 2002

Source: Hella market research



Hella main headlamps have been first choice for leading car manufacturers for decades. Tendency: increasing further. For the development of new types Hella is being entrusted more and more often with project development right from the word go. Because it's lighting concepts in particular that determine the personality of the individual type and the brand – both in terms of technology and design.



Insight

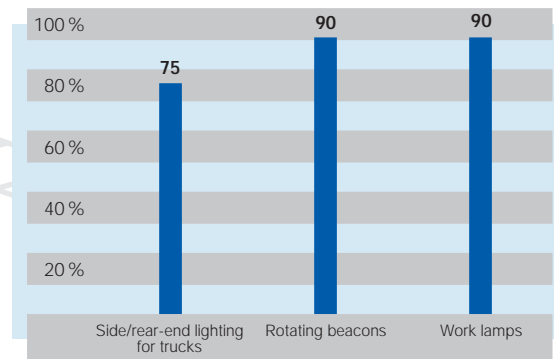
If it says Hella on it, it's Hella quality.

Hella brand quality offers plausible advantages – from work lamps to accessories.

Whether its cars, trucks, trailers, construction machinery, tractors, cranes, fork lift trucks, rescue vehicles, old-timers, modern classic cars or special vehicles: the brand name Hella is well-known in Europe to everyone who starts up an engine. Because Hella has acquired the position of leading original equipment manufacturer supplier for standard headlamps and standard signal lamps as well. The reputation of original Hella quality is beneficial to the whole accessories market, too. Innovative lighting technologies, intelligent lighting and top design convince all car drivers who want to upgrade their vehicle with state-of-the-art technology – in terms of technical safety, comfort orientation and design consciousness. For them vehicle lights have a name: Hella.

Range cover for standard headlamps and standard lamps

Source: Hella market research 2002



The range cover has been growing steadily in the past few years.

Hella work lamps with xenon technology turn night into day.





KLX 7000: powerful double flash – extremely high warning effect.

Standard headlamps and standard lamps for cars, trucks etc.:

- Attractive ranges in the product areas rear-end and side lighting, work lamps, beacons.
- All products in original equipment manufacturer quality.
- Innovation leadership in the areas of xenon technology for work lamps and beacons as well as LED technology for side and rear-end lighting.
- Very latest development in xenon technology in the Ultra Beam work lamp and in flashing beacon type KLX 7000.
- Optical warning system OWS-X using xenon technology.

The accessory range tailor-made for customer wishes:

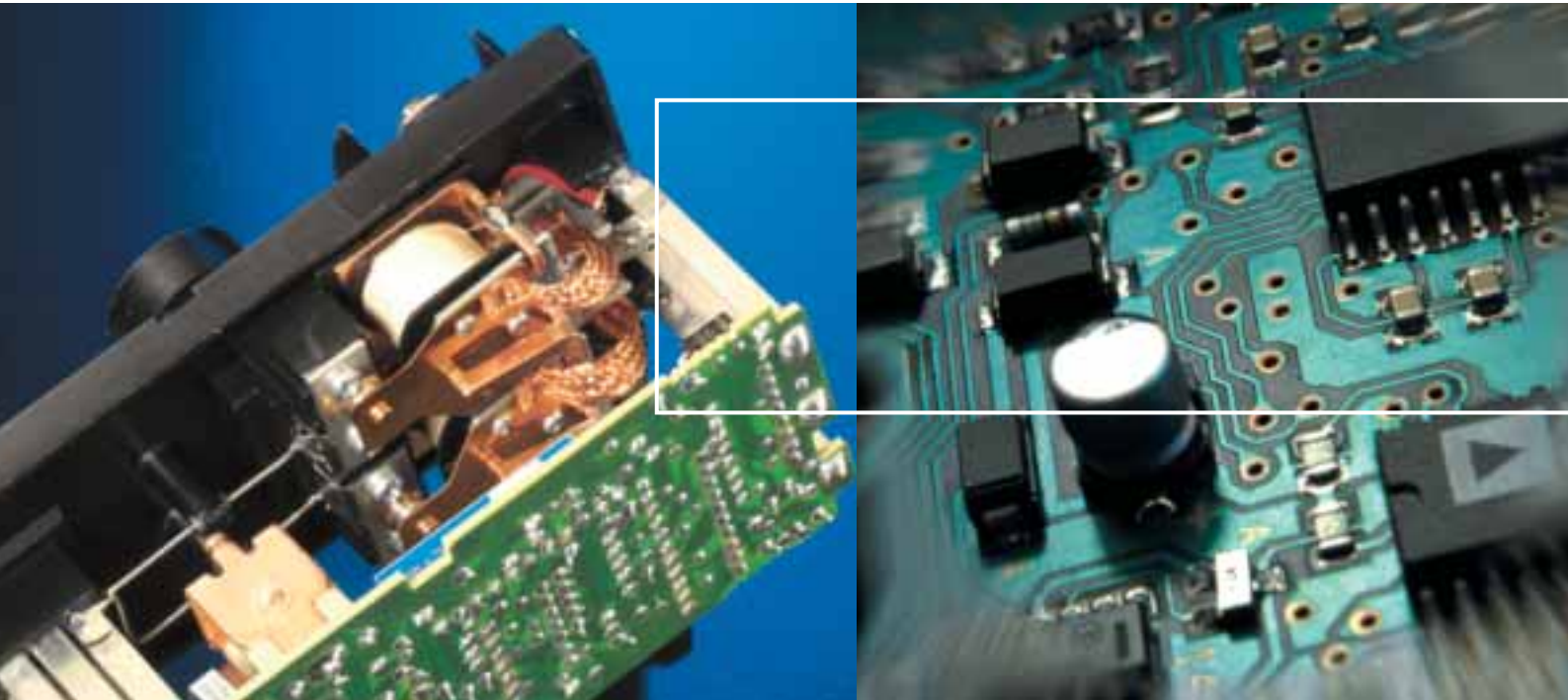
- Innovative lighting technology: for vehicle upgrading with the latest developments in xenon, LED and light guide products.
- Intelligent light: cornering light for independent intelligent illumination of bends and corners. And daytime running light automatically guarantees more safety.
- Top design: design combination rear lamps with LEDs or Cool Blue design. Chromium headlamps for a new dimension of functional aestheticism.



With Hella Magic Colours cars are given their own style.



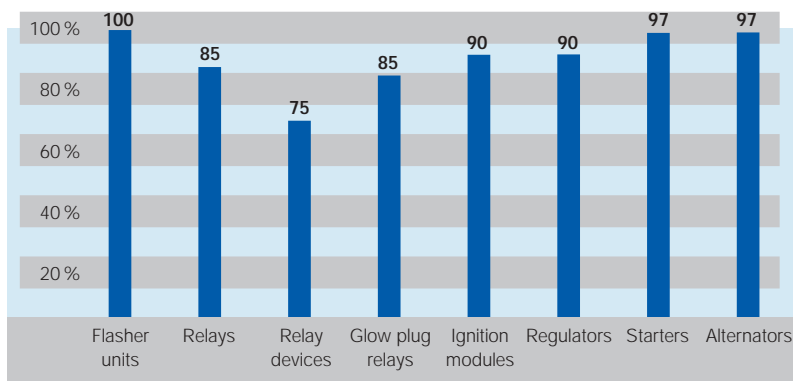
Upgrade headlamps for BMW 3-series E36.



Insight

Even if we don't supply everything yet we do everything one hundred percent.

Hella Electrics: market coverage in Europe
 Source: Hella market research 2002



The Hella range of Electrics is convincing in both its width and depth.



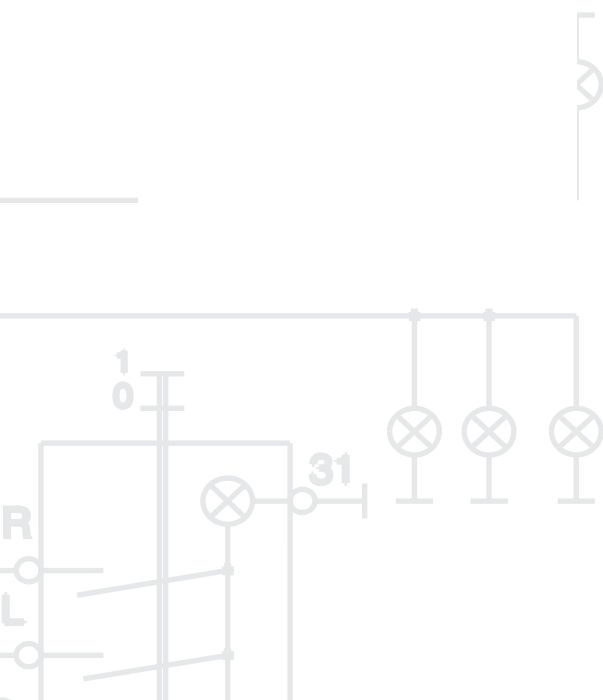


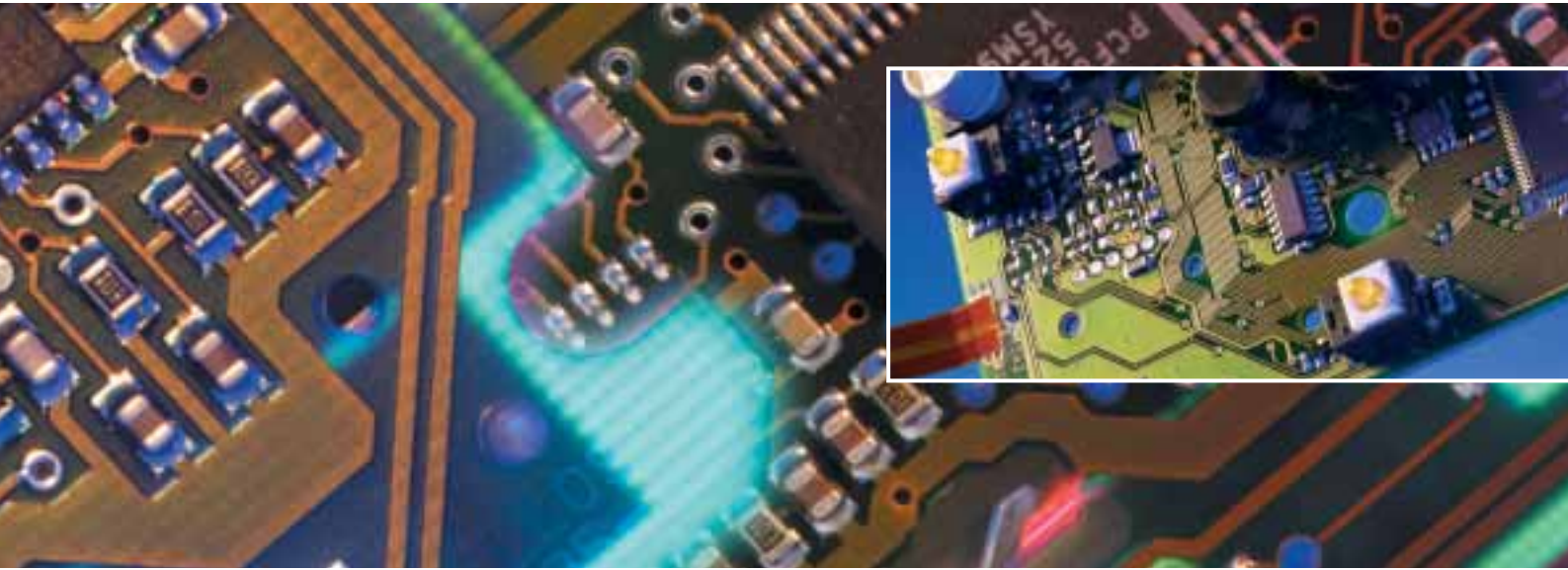
To become the number one lighting expert we had to master more than just the basics of Electrics.

People dealing with Hella's range of electrical products for the first time are amazed at its width and depth. And yet light is electrics plus optics. So it seemed quite obvious for us to build up the current range of electrical products bit by bit on the basis of the competence we acquired. Thus there are many customers who regard Hella's standard of quality as a plus for electrical items as well. For us, that's all the motivation we need to steadily expand our range of electrical products. As many products as possible from one source and with one standardised quality promise – this strategy works out.

The range of electrical products:

- A wide range with a high market volume.
- 97 % market coverage with starters and alternators.
- 90 % market coverage with relay devices, regulators and ignition modules.
- Extensive range in the areas of horns and fanfares, regulators and ignition modules, switches, fans (HVAC and radiator-condenser fans), washer pumps, electrical installation parts.
- All products in original equipment manufacturer quality or in Hella remanufactured quality (starters and alternators).
- Products on a high technical level, as the solid state relay proves.

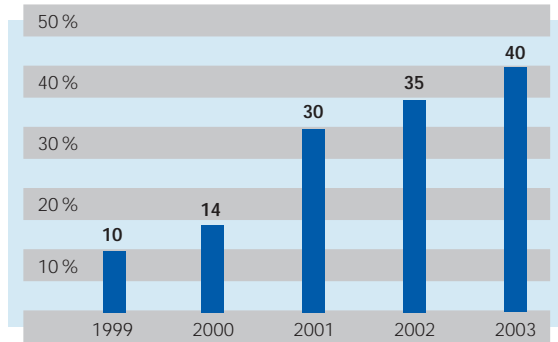




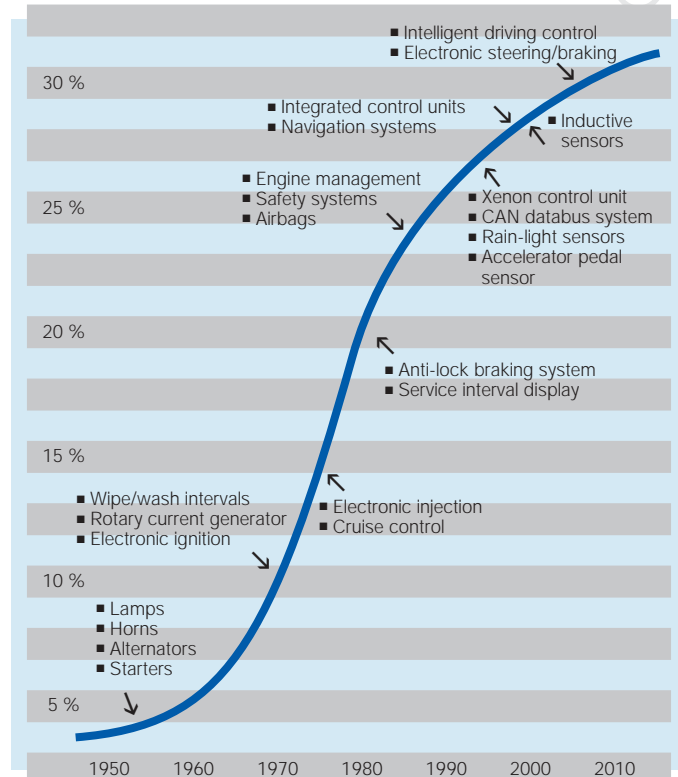
Insight

The most fascinating thing about the development of electronics is not the reduction of chip size but the growth in volume.

Hella cover of the sensors market in Europe
Source: Hella market research 2002

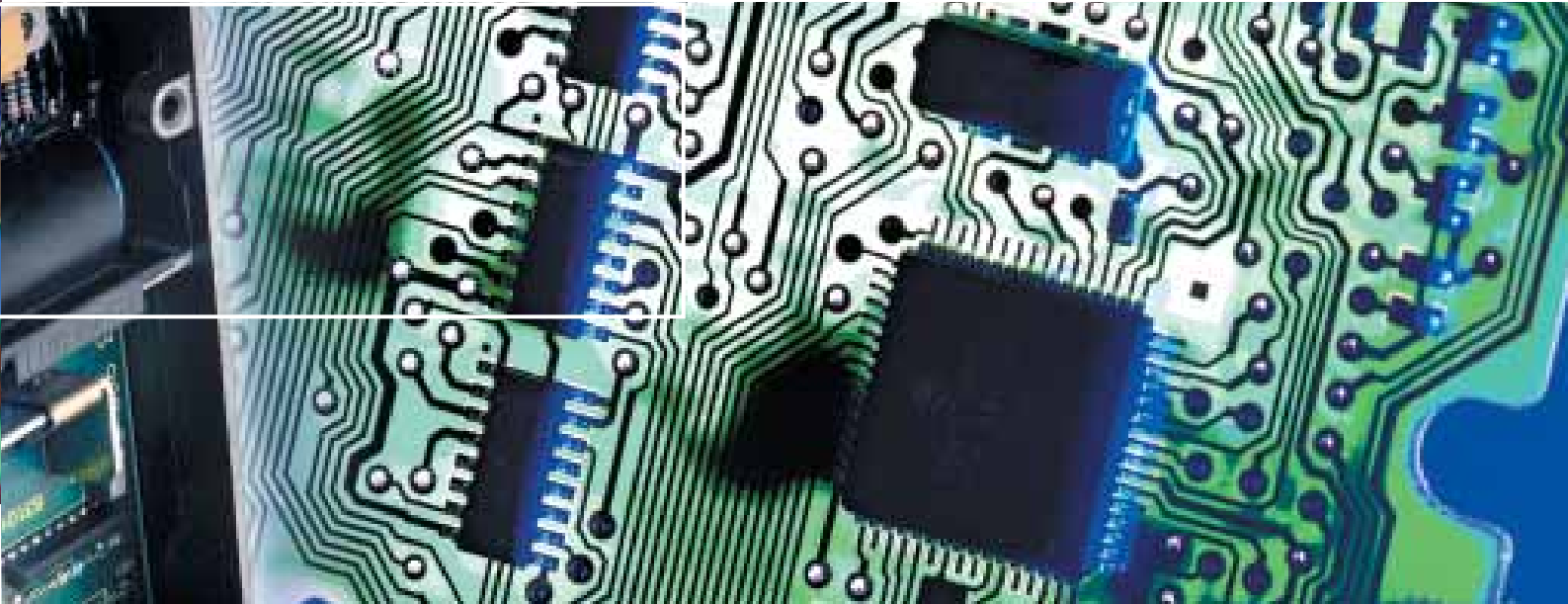


Vehicle features yesterday, today and tomorrow
Source: Hella market research 2002



The share of electronics in motor vehicles will have risen to more than 30% of the total material value by 2010 (in 1980 approx. 10%). This is why it is vital for garages to exploit this potential.



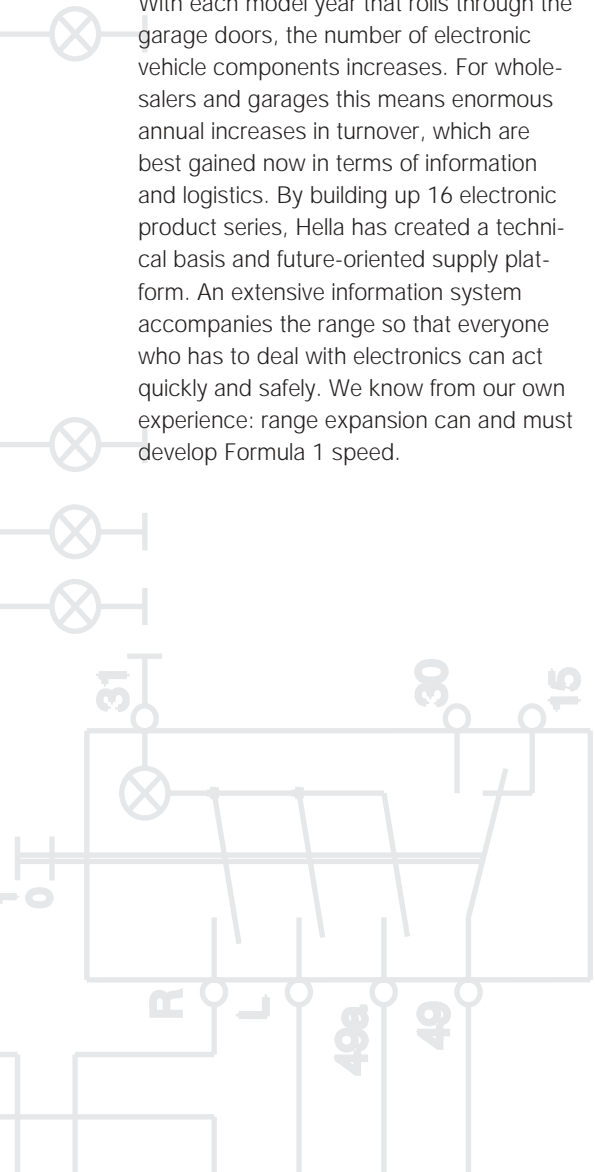


The share of electronics in motor vehicles will make up more than 30% of the total material value by the year 2010.

With each model year that rolls through the garage doors, the number of electronic vehicle components increases. For wholesalers and garages this means enormous annual increases in turnover, which are best gained now in terms of information and logistics. By building up 16 electronic product series, Hella has created a technical basis and future-oriented supply platform. An extensive information system accompanies the range so that everyone who has to deal with electronics can act quickly and safely. We know from our own experience: range expansion can and must develop Formula 1 speed.

Sensors for powertrain control, sensors for body electronics, actuators:

- Hella has more than tripled market cover with sensors within three years.
- The range of Hella spare parts in original equipment manufacturer quality is continually being extended.
- Thanks to cooperations with leading original equipment suppliers Hella can offer highly efficient supplies from one source.



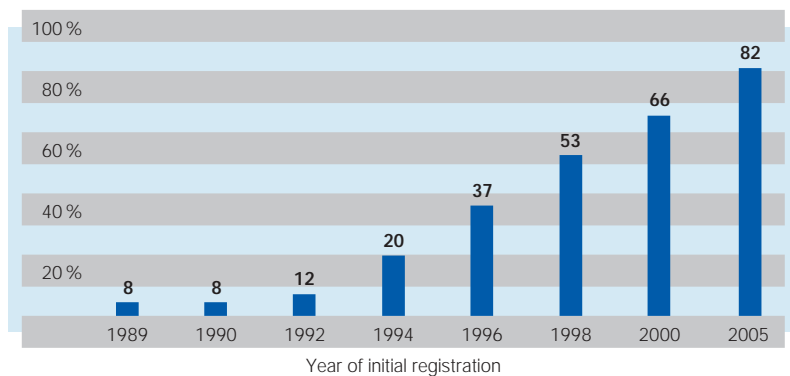


Insight

There are markets that only know everlasting summer.

Numbers of vehicles fitted with Air conditioning systems (2005 estimated)

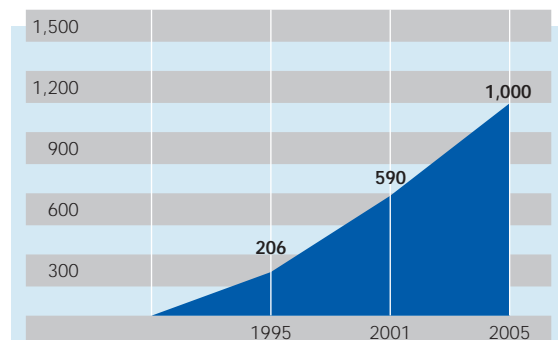
Source: Hella market research 2002



Market volume Western Europe

Air conditioning system components, net price to wholesalers

Source: Hella market research 2002



Condensers, compressors, evaporators, dryers, expansion valves

Business with Air conditioning systems in garages will double within the next few years. Already 70% of all new vehicles come air-conditioned off the production line.

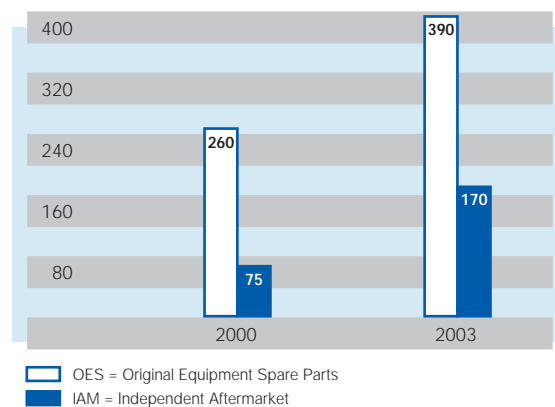
That's why we at Hella have done all we can to enable our partners keep a cool head when looking into the near future. We already cover 25,000 vehicle applications today and have a range of tools available that every garage can use to carry out tailor-made maintenance and repair work. We use training sessions and specialist lectures to convey technical know-how, because work on Air conditioning equipment requires a lot of new knowledge and practical training. But guaranteed success makes the effort worthwhile. The Hella range and Hella service are ready to deal with the boom in Air conditioning systems which is on the starting blocks.



The Air conditioning range – the best thing to do is always get everything from Hella:

- 2,500 parts for 25,000 applications.
- The largest conceivable range of spare and service parts for maintenance and repair work on Air conditioning systems.
- Hella concentrates parts from leading original equipment suppliers in top quality.
- The range is steadily being extended and supplemented.
- Tools and testing devices for diagnosis and assembly of Air conditioning parts.

Air conditioning equipment market volume in mill. EURO gross price level
Source: Hella market research 2002



Hella tools for working in the Air conditioning range e.g. the starter-set.



Insight

At the bottom of their hearts, the best salespeople are born problem solvers.

We have built up systematic sales support for our customers.

So that you have the right instrument available when you need it, to make you the ideal problem solver for your customers, whether on a large or a small scale. This is the best conceivable way of gaining customer loyalty. The basis for this of course are our top-selling quality aftermarket ranges with their high market cover.

The system of Hella sales support:

- **Simple and quick processing of customer orders without too much red tape.**
- **Printed and electronic documentation:** For all target groups and product ranges – always at the very latest technical standard.
- **High availability of the products:** We keep 14,000 sales articles permanently in stock for the aftermarket and guarantee 95% availability for Hella products. The perfect, coordinated delivery service is well-known in the branch.
- **Continual Hella market research:** This ensures, amongst other things, that our customers can always operate with prices suitable for the market.

■ **Support for wholesalers in their choice of on-stock items:**

We support storage by working out suggestion lists. These are based on data about market volume, market trends, numbers of vehicles and wear rates, which are permanently being determined by Hella market research.

■ **Creative, target group-specific sales campaigns for the aftermarket and garages:**

They cover all four product competence fields – Lighting, Electrics, Electronics and Air conditioning.

■ **Advertisements and editorial media reporting to prepare the market:**

Advertisements and articles in special journals ensure preliminary information for customer groups and create a market and product-specific demand-pull on the aftermarket.

■ **Competent sales representatives:**

They are always available on the spot, advising customers about the entire range, explaining new ranges and products. Our sales representatives present the planned sales support campaigns and provide support in goods presentation. They can of course if necessary visit garages and specialist retailers informally connected to Hella through the relevant concepts.

■ **Experienced Sales-Support employees:**

In the Customer Service Centre they give you all the information you require about range and availability, and provide advice about orders and deliveries. Should there ever be any logistical problems: This is where they will be dealt with.

■ **Commercial training schemes:**

Hella offers commercial training schemes for the aftermarket and garages in all product fields – in other words in the areas of Lighting, Electrics, Electronics and Air conditioning equipment. The range of the training covers the topics market, wear rate, range, prices, conditions and sales support.

■ **National and International Exhibitions:**

Hella is one of the most frequently visited exhibitors at all important national and international exhibitions

■ **Customer Trade Shows:**

We support our customers with a large range of different exhibition systems. On request, we take over the planning, realisation and implementation of your individual projects.



Simple and quick processing of customer order



Electronic information together with ...



... printed documentation forms a large spectrum of information.



High availability of the products.



Continuous Hella market research and stock advice for wholesalers.



Creative, target group-specific sales campaigns for the aftermarket and garages.



Competent sales representatives.



Experienced customer service centre.



Commercial and technical training sessions.



National and international fairs.



Customer fairs and presentation systems.



Our Ideas, Your Success.



Insight

Fresh from the online server: Our new service dimension.

To guarantee you the fastest access possible we have interlinked parts of our sales support and the Technical Service on the Extranet.

There is no quicker and more up-to-date way of obtaining information than through the Web. We make sure that all new information about products, technologies and marketing important to you is available at the touch of a button. As an authorised user you can also use the automated business processes for ordering parts. We are of course continually expanding this service.

Our online sales support:

■ Marketing information in the

Aftermarket Club: The Aftermarket Club is a specially protected area of the Internet (Extranet) reserved for authorised users. Here, our customers – in other words aftermarket partners, Hella Service Partners, other garages and specialised retailers – are able to get the very latest information on marketing subjects e.g. about marketing campaigns, special offers and fairs.

■ **Innovations:** Presentation and summary of the latest Hella products.

■ **Direct line:** Introduction of Hella service staff (e.g. from the customer Hotline, Marketing etc.)

■ Availability check, retail price information and ordering via TecCom:

TecCom is the B2B platform for the independent car spare parts market in Europe. It automates business processes in parts orders between the manufacturer and the retailer. Availability and prices can be viewed in the online dialogue and parts can be ordered online.

■ Part identification and cross-references via the online catalogue:

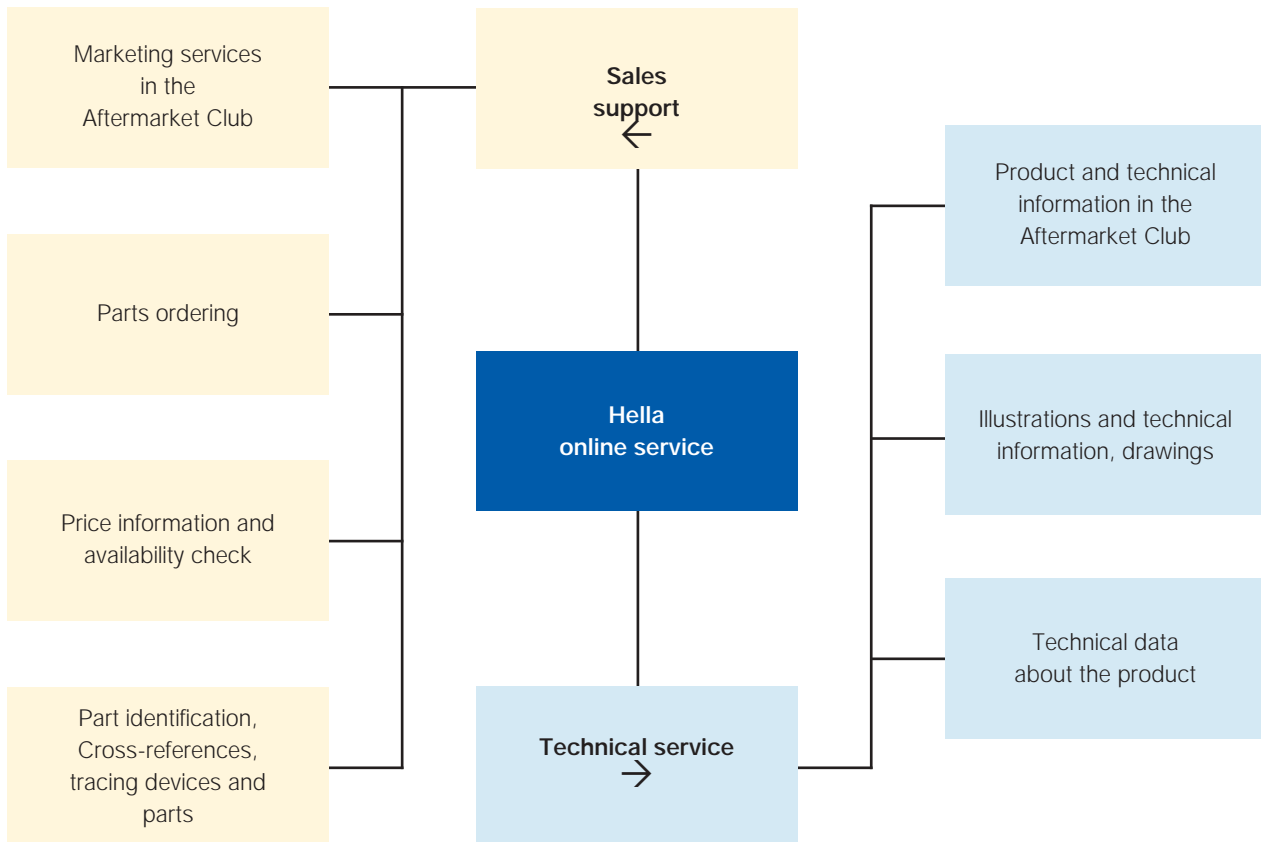
The Hella online catalogue is based on product information already known from the TecDoc CD. These search structures and data have been continually developed over the years and optimally adapted to user requirements. Here, up to date part identification and cross-references can be used.

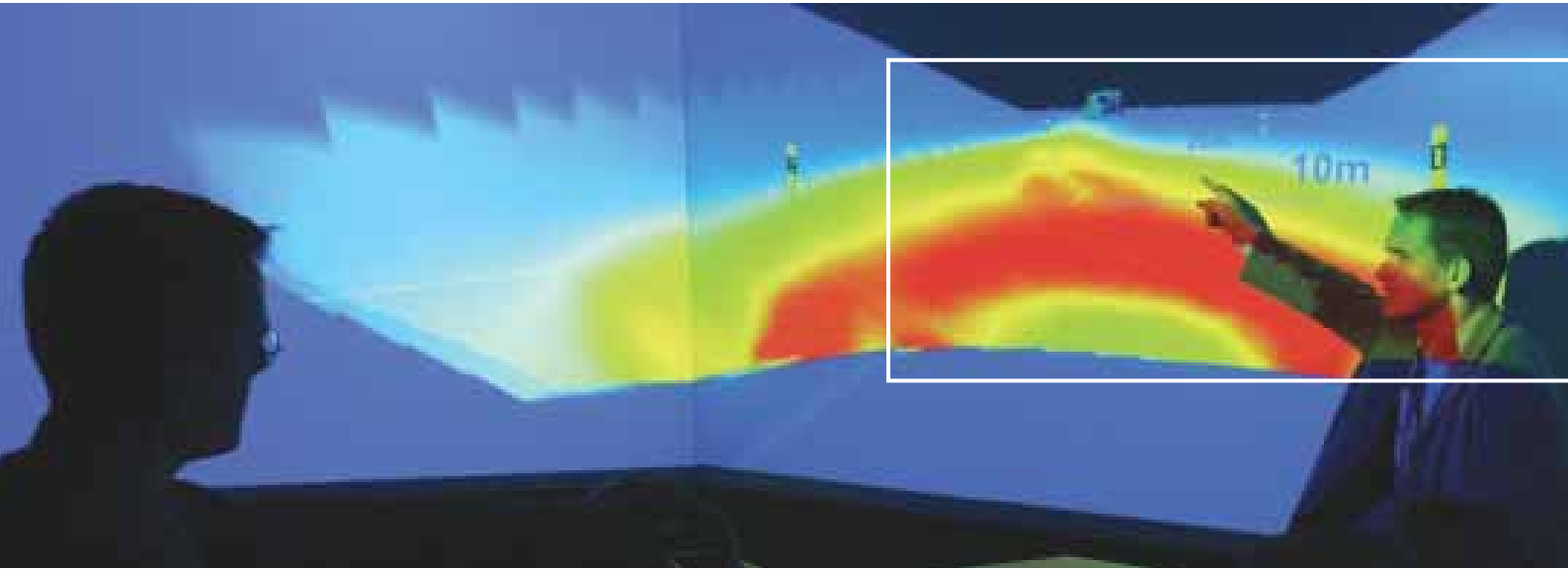


Just what you have always wanted: Perfect sales support. At the touch of a button. Online.

Our technical online service:

- **Product and technical information in the Aftermarket Club:** Customers possessing an access code can get the information or data they need from the products and technology areas in seconds.
- **Technical information and product illustrations via the Aftermarket Club / online catalogue:** Here illustrations, drawings, measurements, technical data can be viewed and downloaded directly.





Insight

Everyday problems are best solved together.

Our Technical Service will be happy to help technicians, your sales representatives and customer-service staff alike.

New headlamp technologies or growth areas such as Air conditioning and electronics make new demands on knowledge of the products and specialist knowledge to make perfect repairs possible. Hella helps: with practice-oriented training sessions, sensible documentation and – in difficult cases – with the Technical Hotline. In our Technical Service department, practical people work for practical people. They have been trained so thoroughly that they can quickly put themselves in the other person's current position, even on the telephone.





The range of services available from the Technical Service department for support of your day-to-day work:

- **Technical Hotline:** Can be obtained by phone, fax and e-mail and is just waiting to be able to help straightforwardly with product-relevant problems.
- **Technical information / technical data:** Hella makes suitable technical data, product information as well as installation and removal instructions available to all customers for diagnosis and repairs.
- **Training sessions in the competence fields Lighting, Electrics, Electronics and Air conditioning:** Technical and practice-oriented training sessions for wholesalers and garages. The main focus is on function, technical data, diagnosis, installation and removal, causes for failure and repairs.

- **Use of Hella original parts quality to match the type:** Hella fulfils all company-specific quality requirements of OE manufacturers. Which means Hella original parts give you optimum safety for everyday business and every repair. If you have any further questions, our Technical Service will be happy to help.
- **Long years of spare parts supplies:** Hella doesn't only supply the current range for all the usual car models, we can also supply spare parts for recent classic cars.
- **Future security:** Thanks to our innovative strength we enjoy a high degree of acceptance in the automobile industry. Guaranteeing you perfect spare parts supplies and complete technical service under the Hella trademark in future, too.







Outlook |
Closeness is growing.

Jessika Fries, industrial clerk in the Hella Electronics team in Lippstadt:

"I already have a pretty clear picture of what the future at Hella will be like. Research and development will increase their performance capacity even further and make sure that Hella expands its position as the innovative motor for new technologies. The range of performances as a system supplier will be extended, mainly through cooperation with companies who deal with interface technologies to Hella products and Hella inventions. This means that our global importance will grow even more, of course. But I think that our present idea of globalisation will change in future. People will see themselves more as a unit and close neighbours, even if they have to communicate with each other over great distances and perhaps never even meet personally. We will develop new forms of being together, because every single minute there are people working somewhere in the world for us, because we are working for them."



Outlook

The best basis for the future is a hardworking present.



What's happening at Hella?

How many ideas have to be born before one of them results in a trial project. How many projects are filed away before a new product is ready for series production? Mistakes sharpen up the mind – hard earned success spurs on ambition. We always want the best solution. This is the best insurance for us and our customers for the coming decades. This is why we take apparently minor suggestions for improvements just as seriously as research results gained from working together with leading universities.

Intedis – the architects of a new on-board mains era.

The company name Intedis stands for "Integrated Electronic Distribution Systems". The joint venture between Hella and Leoni develops new on-board mains systems for the cars of tomorrow: Hella contributes competence in the field of electronics (mainly in the area of body electronics), Leoni the know-how for on-board mains architectures. So we are ready to deal with the rapidly growing importance of electronics in vehicles. Intedis mainly develops complete systems as intelligent nodes around which an optimally structured system of network components can work. This shortens cable paths and takes customer wishes even more into consideration. Later retrofitting and redesigning through garages will be less complicated than at present. A further step towards better business with the aftermarket and garages.

VARILIS®, the intelligent lighting system.

The next milestone of technical development is called VARILIS®, the intelligent lighting system. It is based on the xenon system and has extended it by a situation-related fully automatic light control. The vehicle switches the most reasonable lighting functions on automatically, thanks to sensor control. It takes factors such as bends and corners, speed, weather, motorway and country road conditions into account. Hella is leading the development of VARILIS® together with the automobile industry. The international standards committees are presently working on changing the regulations. VARILIS® can be expected from 2005 onwards.

The Hella Engineering Award 2002.

The Hella Engineering Award 2002 has been donated for the development of innovative solutions for active pedestrian protection. The prize is worth 63,000 Euro and is aimed primarily at students of technical faculties at universities and polytechnics. Active safety in road traffic is an important area of research and development for Hella – from the variable intelligent headlamp system VARILIS® as well as Night Vision systems using infra-red headlamps right through to crash-optimised vehicle fronts and advance lane recognition - all thanks to intelligent sensors.



The Maybach.

With the Maybach, Daimler Chrysler is returning to the most exclusive vehicle class. This car combines the finest of materials with highly innovative technical details. Hella's contribution comprises the bi-xenon headlamp system, the headlamp cleaning system, numerous sensor components, the central electronic system and the interior lighting. All the technical lighting functions of the main headlamp system of the Maybach are united under the 1430 cm₂ clear plastic cover lens. This system is made up of four different modules which have been combined into two ovals with high-shine finishes arranged at a slight slant. Together with titanium-coloured and matt-silver elements they give the headlamps a stylish and unmistakable top-quality appearance.

The 1-litre car from VW.

"Light" and "energy-saving" – these were the specifications given to Hella lighting specialists for the development of the complete lighting for Volkswagen's 1-litre car, the most economical car in the world with an average fuel consumption of 0.89 litres of diesel per 100 km. Hella engineers were able to contribute to this result using innovative lighting technology. This includes economical and extremely powerful bi-xenon headlamps and LEDs. New features are the use of electro-luminescent foils and special light control units.



The new E-class.

Hella has developed an innovative bi-xenon headlamp system for the new Mercedes-Benz E-Class. It produces dipped beam and main beam light using only one single xenon bulb. A movable shutter ensures the correct beam pattern. When this shutter is raised, it produces the prescribed cut-off for dipped beam light, when lowered it clears the way for the main beam. An additional halogen main beam light takes over the flashing headlamp functions. Other Hella developments for the new E-Class are the combined rain-light sensor – for the automatic control of the safety-relevant functions such as wipers and driving light – the fog lamps, the safety brake lamp, repeater flasher lamps on the side, the complete interior lighting (including the central front interior lamp with its complex electronics), sensors and actuators as well as the central electronic control unit.



Lighting

Electrics

Electronics

Air Conditioning

Sales
Support

Technical
Service

Our Ideas,
Your Success.



We've widened your road to success:
Products for growth plus reliable support.

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Ideas today for
the cars of tomorrow