

# Hella International Telegram

Hella KGaA Information

N°2/2004

## The Hella Air Conditioning Campaign 2004 - A big (A/C - ) PLUS

For more Information:  
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Ideas today for  
the cars of tomorrow



## Clear Look for the Volkswagen Touran

Utilising the trendy clear look idea, the Hella design combination rear lamps offer a considerably modified, individualistic design for the VW Touran.

Providing the accustomed high Hella quality level, the lamps have all design elements of the new VW models combine the entirety to achieve a bold as well as futuristic appearance, refreshingly distinguished from the Asian or Lexus look.

The VW Touran rear lamps are interesting to sporty drivers and ambitious family men, as well as for car dealers, who can customise vehicles with these design combination rear lamps and thereby offer their customers tailor-made special models.



The rear lamps are supplied in the colour combination grey-silver-red. The lamp lenses for the rear lamp, stop lamp and rear fog lamp functions are finished in the signal colour red. The reflex reflector is integrated as a round element. The indicator lamps and reversing lamp are silver-coloured. The indicator lamps have a silver-colour vapour coated bulb with the signal colour yellow. The entire lamp is covered with a clear, unpatented cover lens.

The appearance of the lamp is very high quality when switched on or off. The housing consists of moulded black plastic. The rear fog lamps are integrated into the left as well as the right combination lamp. The lamps are therefore also available for markets with left-hand traffic.

Two SilverVision bulbs for the indicator lamps are included in the set. Bulb holders from the original

*The new lamps give a new look to the VW Touran (part no. 9EL 008 759-811)*

lamps as well as the standard bulbs can be used.

The lamps are easy to mount, because they can be screwed or snapped onto the standard mounting points and it is not necessary to install separate reflex reflectors.

The VW Touran design combination rear lamps were first presented at the IAA 2003 in Frankfurt and launched to the market in December 2003. They have been included in the accessories catalogue for 2004 and are also featured as a new Hella Design Product on the Hella homepage.



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## Cool Blue for the comfort class

Cool Blue is now also available for the comfort class. The new FF 75 Blue Auxiliary Driving Lamp with Blue Look (art. no. **1FA 008 284-031**)

In addition to the well-known highlights clear-glass design, high-sheen FF reflector and H7 bulb, these lamps also have a Cool Blue lens, giving the fans of blue headlamps the possibility to follow the opportunity to follow the trend towards blue headlamps even on vehicles with little mounting space.

The FF 75 blue auxiliary driving lamps combine the trendy design of the blue look with the safety of a high-quality driving lamp. Target groups range from the fun driver (off-road) and the sporty-oriented driver up to the functional driver and the frequent car user.

The initial versions without the "cool blue" look are:

FF 50	1FA 008 283-011
and FF 75	1FA 008 284-011

The new part numbers are:

FF 50 Blue (oval design)	<b>1FA 008 283-031</b>
FF 75 Blue (flat design)	<b>1FA 008 284-031</b>



**Trendsetting light technology with innovative design**

**The new KL JuniorPlus and KLX JuniorPlus**



The beacons in the new KL JuniorPlus range have replaced the successful former KL Junior series. This new range is placed in the lower priced segment and gets offered to general wholesalers, agricultural machinery outlets, small-scale manufacturers of agricultural and constructional machinery and local authority to economical prices.

The new product series contains rotating beacons for universal use (KL JuniorPlus, suitable for multi-

voltage operation) as well as strobe-type beacons.

The KLX JuniorPlus is supplementing the economical Junior beacon range by a Xenon version.

The new generation KL JuniorPlus has a belt drive which guarantees a high degree of operational safety. In addition, this means significantly smoother running in comparison with the old

KL Junior series which was equipped with a worm drive.

To make optimum replacement of the old KL Junior possible by the new KL JuniorPlus, the permanent installation version has the same hole patterns, enabling the new lamp to be installed in place of the old one easily and quickly.

The lamps of the new KL JuniorPlus generation have been designed for multi-voltage operation, which means they can be used with both

12 V and 24 V voltage ranges.

The new KL JuniorPlus beacons have a painted thermoplastic reflector. This forms a single unit together with the bulb, ensuring higher warning safety. In contrast, the old KL Junior series had an upright bulb around which the reflector rotated.



The light domes are made of plexiglass. In addition, the KLX JuniorPlus has a xenon flash tube specially manufactured for Hella. This can be replaced easily and quickly thanks to its plug-type base.

The light dome can be locked and unlocked using a three-point attachment. The light domes are made of polycarbonate.

**The product advantages at a glance:**

KL JuniorPlus	KLX JuniorPlus
<ul style="list-style-type: none"> <li>■ Belt drive ensures extremely smooth running</li> <li>■ Reflector and bulb form a single unit and ensure improved light output; the horizontal arrangement of the bulb guarantees symmetrical illumination</li> <li>■ Good light technology and warning effect</li> <li>■ Multi-voltage concept</li> <li>■ Modern, innovative design</li> <li>■ 4 different attachment versions: permanent installation, magnetic attachment, flexible attachment on pipe socket mounting and single-point attachment</li> <li>■ Further development of the Hella entry-level beacon for the standard segment</li> </ul>	<ul style="list-style-type: none"> <li>■ Xenon technology at an attractive cost-effective price</li> <li>■ Modular surface-mounted versions using 4 different attachments possibilities (Permanent installation, magnetic attachment, flexible attachment with pipe socket mounting, single point attachment)</li> <li>■ The specially developed flash tube can be replaced easily</li> <li>■ Polycarbonate light domes are extremely impact-resistant</li> <li>■ The lighting values are significantly higher than the legal requirements</li> <li>■ Modern design</li> </ul>

The new Hella KL JuniorPlus beacon range has been supported by numerous marketing activities and it has been included in the new Hella 'New Beacon and OWS Brochure'. There is also a Poster and a Counter Mat available.

KL JuniorPlus	Overview Article Numbers		
	12 Volt	24 Volt	12/24V (without bulb)
Permanent Installation	2RL 008 965-001	2RL 008 965-011	2RL 008 965-021
Flexible Installation	2RL 008 967-001	2RL 008 967-011	2RL 008 967-021
Magnetic Attachment	2RL 008 966-001	2RL 008966-021	

KLX JuniorPlus	Overview Article Numbers	
	12 Volt	24 Volt
Permanent Installation	2XD 009 051-001	2XD 009 051-011
Flexible Installation	2XD 009 052-001	2XD 009 052-011
Magnetic Attachment	2XD 009 053-001	



# Always the right connection

Hella has extended its range of helical connection cables by three new products in order to do full justice to current market demand.

The Hella range now includes a total of 18 helical connection cables for all key individual demands, in many different versions, with a wide range of different polarities, voltage capacities, cable and coil cross-sections and plug versions.



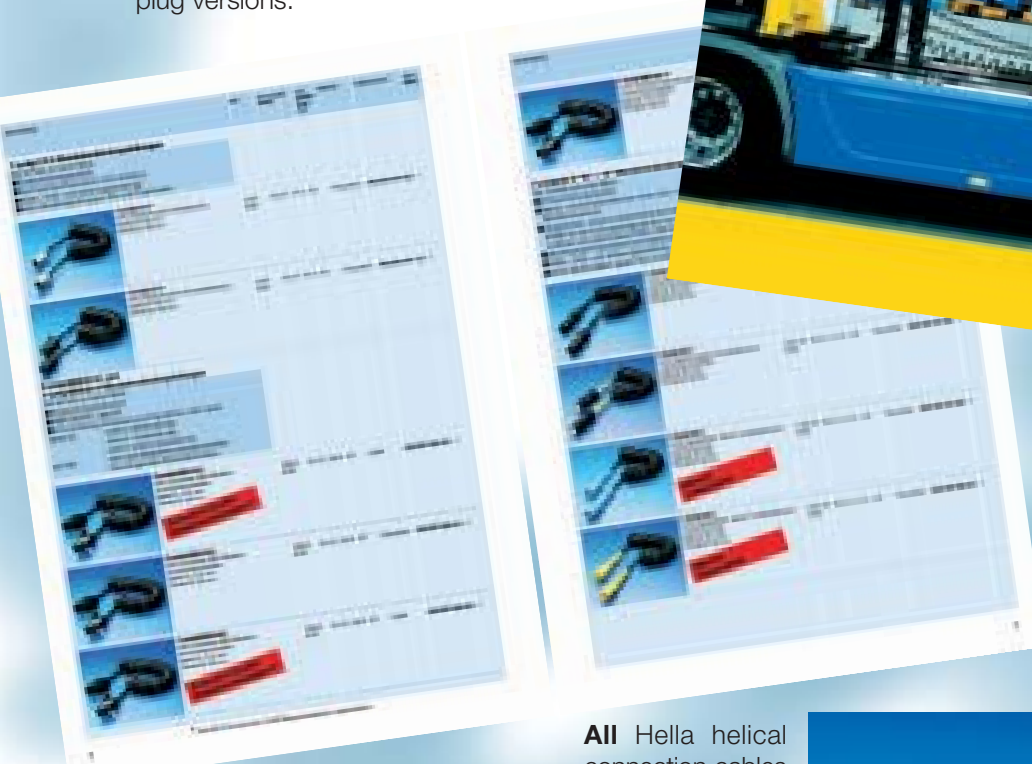
The new Hella brochure on helical connection cables

connection cables from Hella' (see illustration).

In the 'Adapters and extension leads' section, particular attention should be paid to

the new super short adapters (part no. **8JA 008 969-001**) and miniature short adapters (part no. **8JA 008 981-001**) which were presented in detail in the last issue of the International Telegram.

For additional information, the last pages of the brochure include



Hella super short adapter

Thus, the products range from 7-pole cables with 12 volt capacity, with 2 screwed-on metal plugs (part no. **8KA 004 797 - 021**) to 15-pole cables with 24 volt capacity with 2 mounted plastic plugs and kink protection grommets (part no. **8KA 007 648-051**).

**All** Hella helical connection cables are now of original equipment quality.

Every Hella helical connection cable has high-quality jacketing (either made of polyurethane or Hytrel material, depending on the individual model) and very good reversed bending fatigue characteristics.

The 15-pole models are ADR/GGVSE tested and have proved to be extremely resistant to cold, heat and weather.

A current overview of the new extended Hella range in this area is provided by the new brochure 'Always the right connection - helical



Hella helical connection cable

various pin allocation plans with exact descriptions of the individual plug slots.

Moreover, the helical connection cable range can be found in the online catalogue and in TecDoc, and will be included in the next Electrics Catalogue.



# The Hella Air Conditioning Campaign 2004 - A big (A/C - ) PLUS

It is now just over a month that the Air Conditioning Campaign 2004 has started. Once again Hella is providing the wholesale distributors with an extensive set of advertising materials to support the air conditioning business, now that the peak season for A/C is starting.

Having been a piece of luxury only a few years ago, air conditioning has become more and more of a standard for every new vehicle. The business for air conditioning is growing rapidly and in order to support this trend and to supply their wholesale partners with as much marketing support and technical information as possible, the Hella Air Conditioning Campaign 2004 aims to get every partner fit for air conditioning.

Hella has designed specific support package for general garages, Hella Service Partners and for their wholesale distributors. One of the highlights of the garage packages is an updated version of last years's successful and much appreciated Hella tool brochure for A/C. ①

presentations to their customers. Moreover, hints and tips on how to sell more can be found on a useful self-adhesive sticker.

In order to directly promote sales, a Sales Promotion Leaflet ④ is part of this year's Hella Air Conditioning Campaign.

To round up the Hella Air Conditioning Campaign for 2004, Hella is summing up and specifying its outstanding competency, its wide variety of products and series, its high equipment rate PLUS a comprehensive technical service and effective sales support for the Air Conditioning business in an high-quality image brochure ⑤.



In terms of technical support and information a Technical Poster ② and a brochure 'Get fit for air conditioning in 10 minutes' ③ are also included in the package. Using these devices, the wholesalers can refresh and update their knowledge of air conditioning systems and also give short



As a bonus and to further stress the PLUS of information Hella is providing, the brochure comes in a foldable 'PLUS' which - in unfolded condition - can be used as a poster to



illustrate Hella's competency as the top air conditioning partner.

# The bigger the better!

Due to the increasing demand for maintenance and repair work on air conditioning systems in passenger cars, there is a rising demand from garages for larger quantities of refrigerant oils.

Therefore Hella has now integrated a 5 litre version of PAO-Oil 68, AA1 (art. no. **8FX 351 214-101**) into the air conditioning range. The inclusion of this larger quantity offers significant price advantages compared to smaller bottles.

## Summarized the advantages of PAO-Oil 68, AA1 are:

- Not hygroscopic
- Compatible with all lubricants
- Suitable for all types of refrigerant (exceptions: vane pump compressors; special applications e.g. refrigerant transport)
- No accumulation in evaporators or condensers
- Greater refrigerant performance despite lower power consumption
- Reduced noise level
- Larger operating range from -68 °C to +315 °C
- Practical safety: PAO-Oil has been proving its worth in all climate zones for years
- Environmentally friendly
- No damaging effects on the user or on the paintwork

Stocking up on 5 litre canisters of PAO-Oil saves storage space and money! PAO-Oil can be used where normally numerous different oils would be necessary.

All this information and gross prices showing clear cost-saving opportunities can be found on the new PAO-Oil flyer. There is also a Product Information available.

The new 5 litre canister will be included in the next issue of the Hella Air Conditioning Catalogue. It can already be found in the Electronic Catalogue TecDOC and the Online Catalogue.



**And remember: PAO-Oil is exclusively from Hella, its only supplier in the whole of Europe!**

## Starting Air Conditioning

The Hella Air Conditioning Starter Set has been updated and is now containing modified contents. The basic set contains all the important supplies required for a profes-

sional air conditioning service to be carried out. The Hella starter set has been optimised by replacing various components as follows:



Contents (for re-ordering)	Part number	Predecessor
1x electronic thermometer	<b>8PE 351 228-041</b> (new)	<b>8PE 351 228-001</b>
1x LED-UV leak detection lamp incl. UV protection goggles	<b>8PE 351 225-301</b> (new)	<b>8PE 351 225-051</b>
1x Glo-Leak revolver system	<b>8PE 351 225-391</b> (new)	<b>8PE 351 225-061</b> (Spotgun)
1x valve key	<b>8PE 351 229-071</b>	
1x protective gloves	<b>8XX 351 229-151</b>	
1x PAO-Oil 68, universal, compressor lubricant	<b>8FX 351 214-021</b>	
1x Airsept evaporator treatment agent, 175 ml	<b>8PE 351 220-001</b>	
1x dye removal spray, 500 ml	<b>8PE 351 225-141</b>	
1x universal O-ring set	<b>9GR 351 254-861</b>	

**Please note:** There is a new article number: **9XB 351 274-011** for the former article number: **9XB 351 274-001**

For the new Hella Starter Set there is a Product Information available. It is also included in the Hella Air Conditioning catalogue 2004/2005, the Electronic catalogue TecDoc and the Online catalogue.



## Improved light for tractors

The Agritechnica 2003 fair took place in October of last year in Hannover and, of course, Hella was present as well. The main focus of our display was an AGCO-Fendt tractor cabin which was used to demonstrate the possi-



bilities of converting from halogen to xenon work lighting. The Hella appearance was supported by a flyer especially prepared for the Agritechnica fair, and a video animation which showed various 'upgrade' possibilities with the modular light system.

The new xenon and halogen headlight developments with clear lenses and free-form reflectors, as well as

the comprehensive range of work lamps were mounted on several boards to form an impressive display which convinced the numerous visitors of Hella's competency concerning lighting for the agricultural sector.

With a total of 227,000 visitors, a new visitor record was set at last year's Agritechnica fair.

The share of visitors from abroad was 20 percent higher than at the Agritechnica 2001.



## “Get fit“ in air conditioning in only 10 minutes

Within the Hella's Air Conditioning Campaign 2004, Hella is offering its customers a great tool to refresh their knowledge. Everybody can get a quick overview about how air conditioning works and about the various components of an air conditioning system.

There are two different refrigerant circuits in air conditioning systems: the refrigerant circuit with throttle valve and the refrigerant circuit with

expansion valve. Both circuits are made up of 8 basic components. Get yourself fit in air conditioning for 2004 - quickly!

The brochure 'Fit for Air Conditioning in 10 minutes' depicts the various air conditioning circuits in the form of schematic diagrams. In addition, it illustrates how the air conditioning system works, using detailed explanations of the processes that take place at each of the individual components. (see picture on page 5)

This basic information is followed by a clear presentation of the individual product groups of the air conditioning circuit, divided into 14 categories. Alongside

the function and the importance of each individual product group within the air conditioning circuit. The brochure also explains the most frequent reasons for failure, as well as preventive measures to avoid failure and faults.

Alternatively, Hella also provides this information in electronic form as a slide show where the function of the two different refrigerant circuits is demonstrated by animations. This Hella presentation can be adapted to individual needs. The charts can be taken out and added to other PowerPoint presentations as required.

This makes this format suitable not only for finding out information for yourself, but also for use within the context of your own presentations!

### Hella International Telegram

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***“If the air-conditioning’s faulty I ring my wholesaler. He’s got air-conditioning spare parts from Hella.”***

**Top quality from your wholesaler : more than 2,300 hella parts for air-conditioning systems.**



With more vehicles than ever before fitted with air-conditioning as standard, there's more demand for specialist repairs. More than 2,300 Hella parts in 14 product ranges makes this trend an ideal opportunity for garages and workshops to increase their turnover. Available from your wholesaler, attractively priced and top quality. Demand is there: When are you going to take the opportunity ?



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