

## **HELLA USES 24 GHZ RADAR FOR NEWEST DRIVER SAFETY SYSTEMS**

**PLYMOUTH, Mich.** – Hella's newest 24 GHz driver-safety radar systems will help save lives.

A global supplier of automotive electronics and lighting, Hella offers a variety of electronics products based on 24 GHz radar technology, including systems that provide distance warning, assistance with lane changes, rear cross-traffic alerts and blind-spot detection.

Hella's radar systems are approved for use in most areas of the world. In Japan, Hella is the only supplier to be licensed to use a 24 GHz radar frequency.

Radar technology operates in all weather conditions, giving it a clear advantage over optical systems, that require a clear visual path.

"Driver safety technology will continue to be a clear priority for consumers, the auto industry and government regulators," said Dr. Martin Fischer, president of Hella Electronics Corporation and Hella Corporate Center USA, and responsible for electronics and lighting products in North America.

Hella is a leader in the development of driver-safety systems, including the company's Adaptive Cruise Control, Adaptive Bend-Lighting and Camera Systems.

New product developments include:

### **Cost-Efficient Distance Warning Increases Driver Safety, Comfort**

To remedy the problem of driver inattentiveness or lack of a safe driving distance between vehicles, Hella has developed a Distance Warning System. It continuously measures the distance to a car ahead, providing an audible tone, a visual sign or a vibration warning when the distance falls below the limit established by the driver.

"The probability of an accident caused by insufficient distance between vehicles can be significantly reduced," explained Mark Brainard, vice president of Product Development for Hella Electronics Corporation.

The first use of Hella's distance warning system on a production vehicle was on a 2009 PSA Citroën.

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### **Lane-Change Assistant Warns Driver of Unsafe Conditions**

Hella's Lane-Change Assistant warns the driver when it may be unsafe to change lanes. It is in series production at several OEMs, including Audi, Mazda and Volkswagen. Two 24 GHz radar sensors alert the driver to vehicles alongside or behind the car. A warning distance of nearly 230 feet allows time for the driver to take any corrective action, especially in highway traffic.

"The Lane-Change Assistant is a cost-efficient feature for compact to medium-class vehicles," Brainard said. "It's a 'luxury' car safety item that comes at an affordable price."

Approved for use in most markets, the system is suitable for a variety of global vehicle platforms.

### **Rear Cross-Traffic Alert System Makes Exiting a Parking Space Safer**

Hella's Rear Cross-Traffic Alert is part of the company's Lane-Change Assistant. It alerts drivers to approaching traffic when leaving a parking space. The system is especially helpful in crowded parking lots and garages where a driver's field of vision is limited.

Not currently in production, Rear Cross-Traffic Alert is being considered by several automakers for use in North America.

### **Blind-Spot Detection Warns Driver When It's Unsafe to Change Lanes**

Hella's Blind-Spot Detection system monitors blind spots, warning the driver when it's unsafe to change lanes. The system will complete the support for the driver. A warning will occur when a vehicle remains in the blind spot as well as when entering.

**About Hella:** Hella KGaA Hueck & Co. develops and manufactures lighting and electronics components and systems for the automotive industry. Its joint venture companies also produce complete vehicle modules, air-conditioning systems and vehicle electric systems. In addition, Hella has one of the largest automotive aftermarket organizations in the world, with its own sales companies and partners in more than 100 countries.

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Hella Group sales were \$4.68 billion in fiscal year 2008-2009. Hella is one of the top 50 automotive parts suppliers in the world and one of the 100 largest industrial companies in Germany. Nearly 23,000 people work at 70 locations in more than 30 countries, including more than 3,200 research-and-development engineers and technicians. Additional information is available at [www.hella.com](http://www.hella.com)

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**Note to Editors:** Photos and additional information are available from Hella's press database at [www.hella-press.de](http://www.hella-press.de).

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