

HELLA BRINGS LED LIGHTING TO STREET LIGHTS

PLYMOUTH, Mich. – Hella, a global supplier of electronics and lighting, is bringing its state-of-the-art LED lighting technology to energy-efficient and low-maintenance street lighting.

With 35 million street lights already installed in the U.S. alone, Hella's Eco StreetLine LED street lights are aimed at a strong multi-billion dollar annual market. Hella's first lighting fixtures consist of four modules creating different light distributions for any outdoor lighting situation, from parking lots to street crossings. To meet the lighting needs in the U.S., Hella is developing a high-power LED module for new luminaries installations as well as for retrofitting existing conventional lamps.

"LED lighting offers an energy-efficient alternative to conventional style lighting, with improved product life, enabling reduced maintenance costs," explained Steve Lietaert, product group director at Hella.

Nearly 1,000 Hella Eco StreetLine lights already have been installed on the streets of Germany with more to be used in the future. The expected operational life of these LED modules is approximately three times longer than traditional street lights. Hella also guarantees the availability of replacement parts for more than two decades.

"Hella is just beginning to embrace street lighting," said Dr. Martin Fischer, president of Hella Corporate Center USA. "We are working on new lamp types to fully address a variety of customer needs. Primarily we are developing intelligent street lighting that adapts to environmental needs."

In the U.S. there are federal incentives for state and local governments and private sector businesses to replace existing street lights with LED versions. LED lighting is expected to reduce the demand on the nation's electric power grid, a key federal objective. Hella intends to take advantage of this federal trend and add pilot programs in several Midwestern cities.

Eco StreetLine was a recent award winner in the German government's energy-efficient street lighting competition. Last month, it won both "Best Exhibition Product" and "the most innovative product for the Polish market" at the Warsaw Light Fair.

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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.

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

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Note to Editors: Photos and additional information are available from Hella's press database at www.hella-press.de.

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