



HELLA AND SAMSUNG PARTNER TO INTRODUCE NEW REAR-VIEW CAMERA

PLYMOUTH, Mich. – Hella, a global supplier of automotive electronics and lighting, has developed a smaller, lighter-weight rear-view camera for cars and trucks of all types.

To develop its new rear-view camera system for automotive applications, Hella partnered with Samsung Electro-Mechanics Co., Ltd. (SEMCO), a world-class camera company and a unit of the Korea-based Samsung Group. An extremely cost-effective product, it blends Hella's automotive expertise with Samsung's camera design skills.

"The new camera, named RVC3, can be easily integrated into any vehicle due to its small size," said Mark Brainard, vice president of Product Development for Hella Electronics. "It can be installed in the tailgate or in a vehicle's rear emblem. Hella's system allows drivers a complete view of the area directly behind the vehicle – a full 130 degrees directly behind the rear bumper."

Dr. Martin Fischer, president of Hella Electronics and the Hella Corporate Center USA, noted that "Hella is targeting virtually every car or truck designed to have a rear-camera system. Based on the interest we've received from automakers, we plan to have our new camera in production by 2011, just in time to meet requirements of the Kids and Cars Safety Act (H.R. 1216)."

A video image of actual events occurring behind the vehicle is provided by the camera installed in the rear of the car or truck. When the vehicle is put in reverse gear, the driver is shown an unaltered rear-view image. The image is largely unaffected by external light.

With the aid of a rear-view camera, parking maneuvers also are made easier. The vehicle's rear image is shown in real time on the navigation-system display screen or another display inside the vehicle. A graphical scale on the display screen helps reference the distance to objects shown.

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Hella believes that the RVC3 camera system developed together with Samsung will generate significant interest among automakers due to the product's excellent performance, package size, scalable feature sets and cost effectiveness.

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.

Company Contact:

Markus Richter
Hella KGaA Hueck & Company
Phone: +49.29.41.38.7545
Email: markus.richter@hella.com

Media Contacts:

Larry Weis
AutoCom Associates
Phone: +1.248.647.8621
Email: lweis@usautocom.com

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