

MICA (P) 003/05/2010

the aftermarket newsletter by *hella asia singapore*

# hellaexpress

Issue 19: Mar - May 11 [www.hella.com.sg](http://www.hella.com.sg)

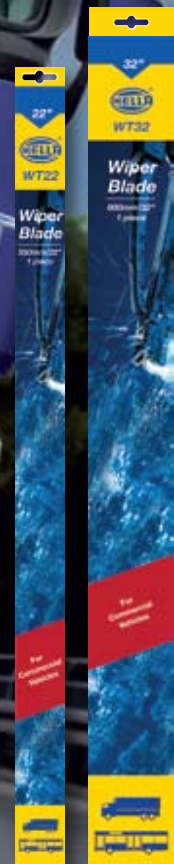
## Hella Wiper Blades for Commercial Vehicles

### INSIDE!

Hella High Performance  
Bulbs

Hella Lighting Harness

Service Commitment  
to Customers



Ideas today for  
the cars of tomorrow

# hellaexpress

Dear Business Partners,

Let me start by extending my appreciation for all your support and patronage to Hella. I am glad to inform you that we shall end this financial year 2010-11 on a positive note.

At the beginning of the year, I shared with you our five key objectives. Allow me to recap our accomplishments that carved major milestones to our key strategies in Asia.

We started this year with our Hella Valued Partners (HVP) Conference where we announced the extensive offerings exclusive to HVPs. We also focused on improving further our product availability and warranty services.

In our continuous effort to provide a comprehensive product portfolio, 3,000 new lighting spare parts were introduced this year. Nearly 200 new sensors were introduced. As for the universal parts, we have expanded our wiper blades and launched DynaEdge frameless wipers and recently an extensive range of commercial blades for trucks and buses. Performance Bulbs have also been added to the standard bulb offering of Hella. Lastly, to strengthen our presence in Thermal Management, more than 300 parts were added under BHS, one-third is air-con parts.

Our newly set-up dedicated Special OE Team will focus on driving growth in target groups together with our partners in the region while the existing sales team will concentrate in the aftermarket segment.

As the market is becoming more competitive, we have set up our capabilities of procuring

more products in the region that complement the existing range. New products like the 5-pin relays and the lighting harness are part of this programme.

Finally, in achieving Operational Excellence, Hella has launched new technological innovations by introducing target group-focused micro sites for Special OE and enhanced online product catalogues that are easily accessible and user-friendly. Moreover, we are currently upgrading our systems to address efficiencies in handling order transactions and warranty claims through real time information. We are also undertaking a project of marketing outside of the regular distribution channels with a key partner.

As the economic outlook appears rosier in the coming years, we are looking at more aggressive developments in our business as we expect high growth performance over the next five years. Market and product expansion would still be our main thrust. Hella would also seek new developments outside of the automotive industry like road and airport lighting.

Once again, thank you for the support and I look forward to working closely with you in the coming year.

Yours Truly,



Alexis Rolland, Managing Director



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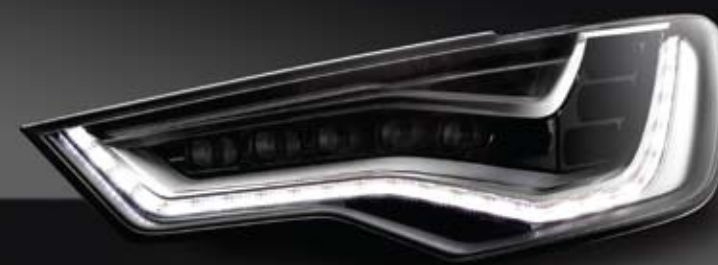
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## PRODUCT FEATURE

# Hella Lighting Technology featured in the new Audi A6

*Audi and Hella forge ahead with their successful teamwork / full LED headlamps  
as a high-end variant.*



The success story continues: The introduction of the world's first full LED headlamp with AFS function in the Audi A8 marked the start of the Audi / Hella cooperation and now they are presenting innovative lighting technology in the new Audi A6. The unmistakable appearance of the new Audi A6 characterises a combination of sportiness and dynamism. Despite the tight packaging space, the design engineers at Hella still managed to combine a sophisticated design with an intelligent lighting technology.

There is a choice of four headlamp variants: Alongside the standard halogen variants, Hella offers as an option both static as well as camera-controlled xenon headlamps and also a full LED headlamp as a high-end variant. Here, in each case 64 LEDs provide the light distribution specifically required for the situation. Combined with the integrated AFS functions, the driver is granted the best possible road illumination. By switching on or off individual LEDs, the light distribution is automatically adapted to the weather, road and speed conditions. For example, the adverse weather light, which replaces the fog lamp, uses a broader distribution of the light in order to reduce the self-glare in fog or heavy rain.

The integrated dynamic headlamp leveling ensures greater driving comfort. When accelerating or braking, the light beam adapts to the respective vehicle body angle by lowering or raising the module. This guarantees optimum visibility for the driver and also prevents dazzling the oncoming or preceding traffic.

The technical know-how of the Hella lighting and electronics specialists also shines in the xenon variants.

The customer can select from a static xenon system or the adaptive light with accompanying headlamp leveling system. In this case, preceding and oncoming vehicles are detected by a camera which is located behind the windscreen. The Hella lighting electronics systems uses these external parameters to adapt the cut-off of the headlamp to the other road users, thus ensuring the greatest possible range at all times. If the road is empty, the system automatically switches to high beam. This way, the driver is provided with the best possible illumination of the road but without dazzling other drivers.

Extra safety is granted by the AFS functions offered also with the adaptive light and accompanying headlamp leveling system. The system uses the data acquired from the rain and light sensors as well as that of the navigation system to control the lighting. This link enables the headlamps to react predictively. For example, the junction light is activated before the vehicle reaches a junction.

Alongside the headlamp systems, Hella offers a further assistance system – the 24 GHz radar sensor. Used for the first time ever in the Audi Q7, the 24 GHz radar sensory system from Hella is now being offered in the new Audi A6. It supports the lane change assist function by monitoring the rear and side areas of the vehicle whilst it is in motion. This supports the driver in preparing and performing overtaking maneuvers and warns the driver early on of any critical driving situations.

A sporty and dynamic design coupled with intelligent assistance systems supports the new Audi A6 both in terms of its emotional appearance as well as in its functionality.



# Hella High Performance Bulbs

These high performance bulbs offer more light, longer life and style. They are designed and engineered to high quality standards, resulting from Hella's hundred years of lighting expertise.

## What you've always wanted to know about Hella's High Performance Bulbs:

### 1. How do the ratings of the key product variants in the High Performance Bulbs range compare with each other?

- Bulbs in the White Daylight range are the most stylish with their unconventional whitish color temperature.
- Power Light bulbs offer the best brightness at the ECE-approved level.
- Long Life bulbs outlast all their counterparts.
- Rally bulbs literally outshine even the Power Light bulbs, being even brighter as they are meant for off-road application (non-ECE approved).

### 2. Of the four types of bulbs, which is better?

No particular bulb is better than another. Whether a particular type of high performance bulb is suitable for you depends on your personal preference or requirement.

### 3. Which are the Hella high performance bulbs that employ quartz glass and what is the benefit?

All bulbs in the White Daylight range and Rally range employ quartz glass. Quartz glass has higher thermal resistance, which allows higher gas temperature and higher gas pressure, reducing the rate of vaporisation of the filament. This ultimately reduces the impact of high wattage on the service life of the bulbs.

### 4. Is there a bulb which is regarded as the brightest in the market?

Yes, there are some products in the market with very high power ratings beyond 130W. However, a bulb's brightness is determined mainly by its power rating, and the higher it is, the greater the current or electrical "stress" the filament will be exposed to. Above 130W, the filament loses its robustness very quickly, resulting in a bulb with a very short service life.

The key is in finding the optimal trade-off between brightness and service life. Hella Rally bulbs provide the ideal balance – the products offered are extra bright, but its high quality filament, quartz glass and inert gas mixture all contribute to the Rally bulb's longer service life.

WHITE DAYLIGHT	5000K	H1, H4, H7
	5000K, up to 30% brighter	H1, H4, H7
	4400K	H1, H4, H7
	4400K, up to 30% brighter	H1, H4, H7
	3700K	H1, H4, H7
	3700K, up to 30% brighter	H1, H4, H7
POWER LIGHT	Up to 90% more light	H4, H7
	Up to 50% more light	H4, H7
LONG LIFE	2 x Longer Life	H1, H7
	2 x Longer Life, up to 30% more light	H4
RALLY	Extra Bright, +10% whiter	H1, H3, H4, H7

# Hella High Performance Bulbs Range

## WHITE DAYLIGHT



White & Cool



Hella **White Daylight** bulbs produce xenon-like white natural "daylight" that is stylish, cool and commands attention.

- Xenon-like white natural "daylight"
- Stylish, cool and commands attention
- Higher contrast, better visibility and reduces eye strain
- Employs high quality UV-filtered quartz glass
- Ideal for city driving
- Easy installation, plug and play
- Directly interchangeable with OE bulbs

## POWER LIGHT



More Light



Hella **Power Light** bulbs offer a high level of brightness achieved through the use of high performance power filaments.

- High level of brightness
- High performance power filament
- A wider field and longer range of clearer vision
- Allows for faster reaction time and thus greater safety
- Easy installation, plug and play
- No additional wiring or relay needed
- ECE approved and directly interchangeable with OE bulbs

## LONG LIFE



Long Lasting



Hella **Long Life** bulbs are engineered with high quality filaments and high performance gas mixture to offer greater durability.

- High quality filament & high performance gas mixture
- Longer service life and greater durability
- Lasts twice as long as normal halogen bulbs
- Ideal for high mileage drivers
- Easy installation, plug and play
- No additional wiring or relay needed
- ECE approved and directly interchangeable with OE bulbs

## RALLY



Extra Bright



Hella **Rally** bulbs are high powered bulbs that project an exceptionally high level of brightness.

- High powered bulbs that project exceptionally bright light
- Engineered to withstand vibration and shocks
- Efficient heat dissipation
- Ideal for off-road usage in all weather conditions
- Employs high quality UV-filtered quartz glass
- The use of an appropriate high wattage wiring harness is recommended

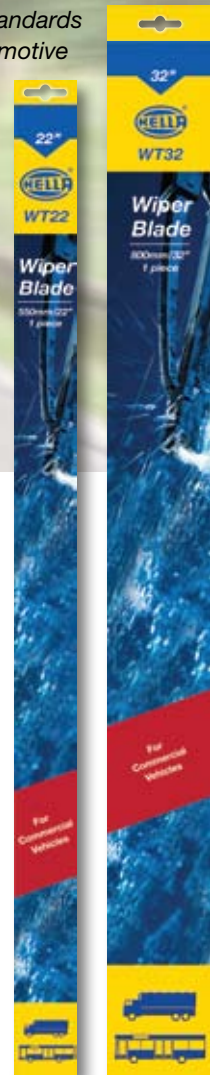
# Hella Wiper Blades for Commercial Vehicles



With the successful launch of the conventional wiper blades for passenger vehicles, Hella is extending the range to commercial vehicles. Hella Wiper Blades are made with top quality graphite coated rubber, giving a smooth and quiet operation with long-lasting performance.

With a thicker rubber up to a width of 9mm, the wiper blades are capable of withstanding the additional stress of heavy commercial usage. The commercial vehicle range will be available from June 2011.

- Available in 8 different lengths from 20" to 40"
- New glossy surface powder coating for all weather protection
- Heavy duty steel and frame design ensure stability and durability for lengths up to 40"/1000mm
- Meet the test standards of Japanese Industrial Standards (JIS) and Society of Automotive Engineers (SAE)
- Include applications for buses, coaches and trucks.
- Include multiple adaptors for maximum vehicle coverage
- Single piece packing in paper carton box



Length	Left Hand Drive	Right Hand Drive	Adaptors
20"	9XW 184 107-201	9XW 184 762-201	
22"	9XW 184 107-221	9XW 184 762-221	
24"	9XW 184 107-241	9XW 184 762-241	
26"	9XW 184 107-261	9XW 184 762-261	
28"	9XW 184 107-281	9XW 184 762-281	
32"	9XW 184 107-321	9XW 184 762-321	
36"	9XW 184 107-361	9XW 184 762-361	
40"	9XW 184 107-401	9XW 184 762-401	

# Lighting for BMW X5, 3-Series and Mini



RIGHT-HAND TRAFFIC	Vehicle Model	Model Year	Description	Hella Part Number	Manufacturer / OE Number
	X5 (E70) FL	2010 ->	Deck Lid Lamp - External, Left	2NR 354 479-011	7227793
			Deck Lid Lamp - External, Right	2NR 354 479-021	7227794
			Rear Lamp - Internal, Left	2SK 354 480-011	7227789
			Rear Lamp - Internal, Right	2SK 354 480-021	7227790
	Mini Cooper (R56/57) FL	2010 ->	Bi-Xenon, Left	1EL 354 481-011	7240787
			Bi-Xenon, Right	1EL 354 481-021	7240788
			AFS Bi-Xenon, Left	1ZS 354 481-051	7240791
			AFS Bi-Xenon, Right	1ZS 354 481-061	7240792
	3-Series (E92/93) CC FL	2010 ->	AFS Bi-Xenon, Left	1ZS 354 483-011	7292049
AFS Bi-Xenon, Right			1ZS 354 483-021	7292050	
Bi-Xenon, Left			1EL 354 482-011	7273199	
Bi-Xenon, Right			1EL 354 482-021	7273200	
			AFS Bi-Xenon, Left	1ZS 354 482-051	7273207
			AFS Bi-Xenon, Right	1ZS 354 482-061	7273208

LEFT-HAND TRAFFIC	Vehicle Model	Model Year	Description	Hella Part Number	Manufacturer / OE Number
	X5 (E70) FL	2010 ->	Deck Lid Lamp - External, Left	2NR 354 479-011	7227793
			Deck Lid Lamp - External, Right	2NR 354 479-021	7227794
			Rear Lamp - Internal, Left	2SK 354 480-011	7227789
			Rear Lamp - Internal, Right	2SK 354 480-021	7227790
	Mini Cooper (R56/57) FL	2010 ->	Bi-Xenon, Left	1LL 354 481-031	7240789
			Bi-Xenon, Right	1LL 354 481-041	7240790
			AFS Bi-Xenon, Left	1ZS 354 481-071	7240793
			AFS Bi-Xenon, Right	1ZS 354 481-081	7240794
	3-Series (E92/93) CC FL	2010 ->	AFS Bi-Xenon, Left	1ZS 354 483-031	7292053
AFS Bi-Xenon, Right			1ZS 354 483-041	7292054	
Bi-Xenon, Left			1LL 354 482-031	7273201	
Bi-Xenon, Right			1LL 354 482-041	7273202	
			AFS Bi-Xenon, Left	1ZS 354 482-071	7273209
			AFS Bi-Xenon, Right	1ZS 354 482-081	7273210

PRODUCT INFORMATION

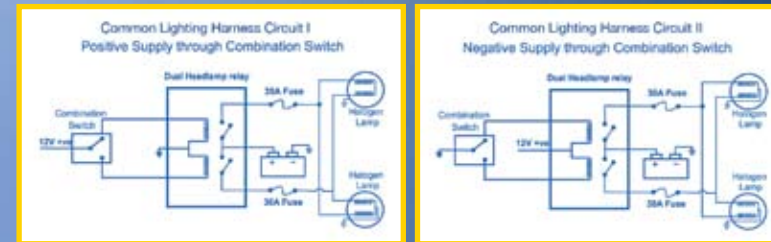
# Hella Lighting Harness

The Hella Lighting Harness is made from robust high performance materials with higher thermal resistance, effectively addressing heat related problems commonly found in cars retrofitted with high powered H4 bulbs rated up to 130W.

It employs connectors and fuse housings made of ceramic material that withstands higher temperature than common plastic types. The Hella Lighting Harness comes with individual fuses and Hella relays, offering clean power cut-off and protection against large voltage swings.

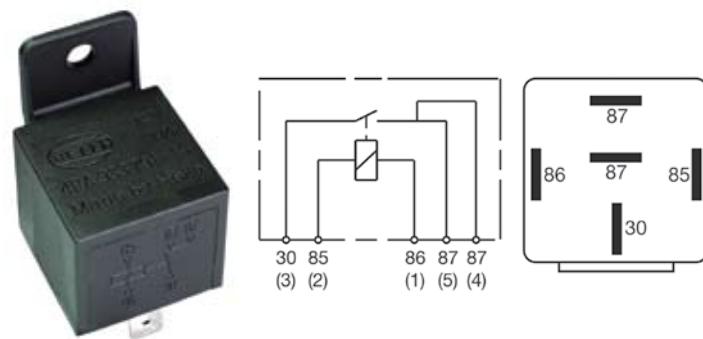


Part No. 8KA 184 314-011



**Double-fuse, Double-relay with Ceramic Sockets**

# Hella 5-Pin Normally-Open Relay with Dual-output and Bracket



**Product Features**

- Normally-open relay, 5-pin, with bracket and dual-output
- Designed to switch lamps, resistive, inductive loads and combinations of these loads
- Dimensions and pins conform to ISO 7588-1 and ISO 8092
- AgSnO2 contact material for improved electrical conductivity
- Robust and reliable design for climate-proof and vibration resistance
- Available from June 2011

Part Number	4RA 933 791-101	4RA 933 791-111
Nominal Voltage (Switching Voltage)	12V	24V
Operating Voltage	8.0V ... 16V	16V ... 32V
Operating Temperature	-40°C ... +85°C	-40°C ... +85°C
Latch/Response Voltage	≤ 8V	≤ 16V
Response & Release Time	< 10ms	< 10ms
Drop-out/Release Voltage	1.2V ... 5V	2.4V ... 10V
Maximum Current/Load @ 85°C	30A	20A
Contact Gap	≥ 0.4mm	≥ 0.7mm
Housing Dimensions (L x W x H)	28 x 28 x 26mm	28 x 28 x 26mm
Blade Terminal Size	6.3 x 0.8mm (as per ISO 8092)	6.3 x 0.8mm (as per ISO 8092)
Weight	~30g	~30g

EVENTS

# Warranty Training Workshops in Thailand

Bangkok, 8 - 10 February 2011

The Technical Service Team from Hella successfully conducted a few warranty training workshops to key dealers in Thailand, focusing specifically on radiators. The main objectives of the warranty training workshops were to communicate the proper installation and removal procedures for radiators and failure analysis to explain the common root causes of radiator failures. As cars become more complex in technology and compact in design, following the right procedures is necessary to ensure proper performance of the radiator.

The workshops were positively received by the key dealers and discussions are ongoing to take this to the next level to provide similar workshops to the garages to educate the end users.



NEWSFLASH

# Club D2S - Drive Safe Drive Smart

Driving fatalities are the number one cause of death among drivers in India. Experience tells us that accidents on highways, especially of commercial and heavy vehicles, are not always due to speed but also due to bad lighting or no light signal. Drivers face lot of problems especially during night.

Hella, being a brand name for high quality and innovative technology in the automotive industry, has started an initiative towards an Accident-Free Road in India by creating awareness and promoting social responsibility among drivers with the creation of "Club D2S - Drive Safe Drive Smart". This will be a platform where driving enthusiasts will join hands to spread awareness and create a sense of responsibility among others towards safe driving.

There are several advantages for the members of this club. Hella will provide a one time accident insurance benefit up to one lakh to all the members of this club. Along with an annual subscription to Hella's newsletter on a quarterly basis, members will also receive "privilege discounts" from its network partners. Invitations to Hella activities in different

cities, information about new launches are some of the other benefits of being part of this club.

There will be constant support to all the members of Club D2S to spread the word of safety like direct CSR initiatives, promote road safety concept through awareness rallies and campaigns, educate customers on road safety with tips on driving habits, create awareness towards headlamp levelling procedures, battery cut off switch and many more topics in an open forum.

To find out more about the club, please visit: <http://www.hella.co.in/ClubD2S/>.



## Hella's Service Commitment to Customers

Hella is committed to providing the highest level of service and best quality of products. As a key component to achieving this purpose, the team is paying very close attention to its partners' needs.

Hella conducts its Customer Satisfaction Survey on an annual basis to gain an understanding of the different needs and expectations. The responses from the survey are being reviewed and assessed continuously to tailor-fit activities that will assist in nurturing the business growth of their partners. Based on results from last year's survey, Hella embarked on projects to improve further delivery and warranty services while also continuously looking into enhancement of product quality, product range, and marketing services.

Below are the highlights of key actions taken:

Under warranty service, Hella is aiming for a seven-working day processing time. Key partners could also access warranty status anytime via the new online warranty information system on the Hella Asia website effective May 2011. The system aims to provide an easy monitoring of claim status with just a click away from all the relevant information.

To improve delivery service, Hella will launch an order status overview and availability inquiry tool under the Hella Aftermarket Club exclusive to Hella Valued Partners (HVPs). Order status and stock availability information are accessible online 24 hours. Additionally, improvements were put in place to ensure stock availability and condition of packaging.

To further enhance Hella's product quality, improved procedures were implemented to ensure all products are in good condition before delivery, particularly for lighting, thermal management and universal range.

To continuously present a comprehensive product portfolio, Hella has introduced 3,000 lighting spare parts; nearly 200 new electronics parts; 300 thermal management parts; and DynaEdge Frameless and commercial wiper blades plus a wide range of performance bulbs were added to the universal products portfolio.

Lastly, supplementary marketing services, such as the launch of a number of web-based product information via the target group micro sites and blog sites are now available, more localised point-of-sale materials, and HVPs would be able to take advantage of the online technical training, technical product information with their access to the Hella Aftermarket Club (more details on page 11).



## Hella Aftermarket Club

Exclusive and up-to-date information for our partners! From May 2011, Hella will be launching the Aftermarket Club exclusively for our Hella Valued Partners (HVPs) in Asia. The Aftermarket Club provides HVPs with easy access to the latest product and technical information, sales support material downloads and supports you efficiently in your daily business with the availability inquiry and order status tools. This means

up-to-date information and online service 24 hours a day at your fingertips. HVPs will receive login details and a user guide nearer to the launch date in May 2011.

Aftermarket Club offers you:

- Order status overview
- Product availability inquiry
- Sales support materials
- Hella Online Catalogue
- Hella Online Training
- Technical product information

## Have a Technical Question? Ask Pete!

There is a new technical expert in town and his name is Pete. He is Hella's resident expert on all matters automotive. We are referring here, of course, to the Hella Technical Advice Blog located at [askpete-hella.com](http://askpete-hella.com), with a wide and interactive database of car knowledge and fix-it-yourself solutions.

The blog is updated weekly and is easy to use. Located on the right hand side panel are its four main categories: Lighting, Electrics, Electronics, and Thermal Management. These are further divided into sub-categories based on the topic of each post. If you know exactly what you are looking for, you can zoom in directly with the list of tags, also found on the right hand side panel. There is also a search bar to key in your terms and search through all the blog posts, and failing

that, don't forget you can Ask Pete! Just post your question as a comment and you will find an explanatory post in response to your query. If you would like to remain updated about new posts, you have the option of signing up for email updates.

And for our Korean customers, Pete speaks Korean too! We have specially created [askpete-hella-kr.com](http://askpete-hella-kr.com), which is a translation of [askpete-hella.com](http://askpete-hella.com) into Korean. The same posts and categories are translated into Korean and updated on the Korean Ask Pete blog.

The blog is accessible to anyone with an internet connection and a desire to dirty your hands with your car. So what are you waiting for? Visit [askpete-hella.com](http://askpete-hella.com) today!

# Hella Performance Bulbs

For Optimal Life-time, Durability  
and Performance



## Hella High Performance Bulbs

For more light, longer life and style. Hella has the perfect match for your need.

Hella High Performance bulbs are designed and engineered with a high quality standard, a result gained from our years of lighting expertise.

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*Ideas today for  
the cars of tomorrow*