



# HELLA *EXPRESS*

The Aftermarket Newsletter by **HELLA Asia Singapore**  
Issue 21: Sep - Nov 11 [www.hella.com.sg](http://www.hella.com.sg) MICA (P) 235/03/2011

**10<sup>th</sup>** | ANNIVERSARY

2001 - 2011  
HELLA ASIA SINGAPORE



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HELLAEXPRESS

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HELLA Express is brought to you by HELLA Asia Singapore Pte Ltd. Please send your feedback on HELLA Express to the editorial team at marketing.sg@hella.com

HELLA ASIA SINGAPORE TURNS 10

We reached a major milestone this year as HELLA Asia Singapore celebrates its 10th year anniversary in Asia. Over the last decade, HELLA focused not only in expanding the business in the region but also in living up to the company's vision of being a preferred supplier and brand of choice.

A LEADING PLAYER IN ASIA

Looking back, HELLA established itself as a leading player in Asia and built strong partners in the region. As a regional representation trading office, HELLA Asia Singapore develops wide ranging quality products not only for the regional markets but also for the global requirements.

Overall the operation has not only helped HELLA to build proximity with the regional customers but also helped to understand the regional dynamics to build HELLA's strategy from a global perspective.

"We are truly thankful to our partners for their unwavering support and commitment to HELLA in the last decade. Teamwork is a corporate value that we embrace in HELLA and our success in the last ten years is attributed to the cooperation and team spirit with our key partners," noted the Managing Director, Alexis Rolland. Notably, this strong partner-centric approach of doing business has generated positive results for the company and our partners.

market oriented and relevant products that would create new opportunities to expand in the Asian markets.

HELLA'S COMMITMENT AND VISION

HELLA expanded its spare parts product portfolio in lighting, electrics and electronics and thermal management to offer a more complete range of coverage. In the Special OE segment, HELLA's innovation in LED technology encouraged our key partners to endorse the products in the transport industry and successfully converted major public transport companies to adopt HELLA's LED lighting. HELLA gained a foothold in the mining industry by addressing differing requirements of the end users in each country.

Utilising a market-focused value selling approach led to sales growth not only in LED lighting, but also other products from xenon to low cost halogen lights. Developing market specific products and service solutions that satisfy customer needs is an undertaking that HELLA is committed to carry out.

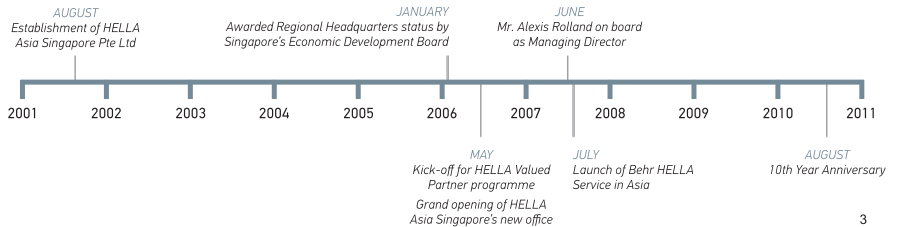
HELLA also expanded its distribution coverage from mature markets like Japan to emerging markets like Cambodia, Sri Lanka, and Pakistan, moving a step closer to the goal of being represented in all Asian countries.

"As HELLA celebrates an important milestone, I would like to thank the entire HELLA team for embracing the company's vision and realising the potentials in the markets. We value the longstanding relationship with our partners as we look forward to another 10 years of new challenges and achieving new milestones and successes," said Mr. Rolland.

DEVELOPMENT OF NEW UNIVERSAL PRODUCTS

Over the years, engagement with key partners resulted in the development of new universal products. The introduction of the wiper blade range was brought about by Sumber Berkas (HELLA distributor in Indonesia) business outlook and local market knowledge in the accessory business.

The product, intended initially for the Indonesian market, has been marketed successfully over Asia and subsequently in Europe, and is now a global product. HELLA continues to provide innovative,





## QUOTES FROM HELLA STAFF:

### **Allen Goh, Business Management:**

"Congratulations to HELLA Asia Singapore on the occasion of its 10th anniversary. This is indeed a milestone to celebrate! On behalf of the sales team, we really look forward to growing and prospering together in the future."

### **Elson Chee, Sales Development Management:**

"Business environment gets tougher but people get stronger. Being part of this HELLA team is just amazing. We learn and we grow at lightning pace together. I am delighted to be with such a team and look forward to the next 10 years."

### **Gena Chia, Finance and Administration:**

"Congratulations to HELLA Asia Singapore's 10th anniversary! Let's strive for more success in the decades ahead!"

### **Janice Choo, Marketing:**

"Over the last decade, we have grown from strength to strength as a company and team, and we look forward to greater achievements. On behalf of the marketing team, we are definitely proud to be part of the family."

### **Lau Siew Chin, Special OE:**

"Over the past 10 years, HELLA Asia Singapore has grown to become an operational and leading player in the automotive industry. We strongly believe in innovative technologies, creating individual solutions and providing strong customer support

services. Moving ahead, we will strive for continued success in the many decades to come as one family!"

### **Ng Bee Lian, Human Resources:**

"This 10th anniversary signifies the coming of age for HELLA Asia Singapore as a relatively young company making its stronghold in Asia Pacific, though our parent company in Germany is more than 100 years old. It is also a period of exciting times for us whereby the dynamics of business growth has shifted, reverberating from Asia Pacific and at which we are at the centre of it all."

### **Patricia Wee, Supply Chain Management:**

"Our sincere congratulations to HELLA Asia Singapore in celebrating their 10th anniversary! I would like to take this opportunity in wishing HELLA Asia Singapore to have steady growth in the coming years ahead. Working in HELLA Asia Singapore will always feel vibrant as we strive to do more for the company."

### **Sean Teh, Product Management:**

"As HELLA Asia Singapore celebrates 10 years of operation in Singapore as a Regional Headquarter, we look back with pride on how far the company has come along. In addition to growing its presence in the aftermarket business in Asia, HELLA Asia Singapore has also expanded its product portfolio. There will definitely be more to come in the near future. You can count on that."

## CONGRATULATION MESSAGES FROM HELLA VALUED PARTNERS:

### **Mr. Ashwin Bhartia, Partner – A.K. International, India:**

"True partnership means mutual benefit and respect. HELLA Asia Singapore has been our true partner by being a dependable supplier. We wish HELLA Asia Singapore success and growth on their anniversary."

### **Mr. David Cheang, COO – HMT Marketing Sdn Bhd, Malaysia:**

"Congratulations on your 10th anniversary! We appreciate very much your good support to us over these years, and also the hard effort from your marketing team. We are looking forward to an even better and closer cooperation with HELLA Asia Singapore for many more years to come. Wishing you guys a happy 10th anniversary."

### **Mr. David Chong, Deputy Managing Director – Tye Soon Ltd, Singapore:**

"Congratulations to the management and team at HELLA Asia Singapore for successfully growing your business over the past 10 years! Bravo!"

### **Mr. Jardine Chang, Managing Director – Boschman Enterprise Co., Ltd., Taiwan:**

"貨如輪轉，源遠流長"

### **Mr. Ji-Hyeon Jeon, General Manager – Junwoo APS, Korea:**

"Congratulations on HELLA Asia Singapore's 10th birthday. It's been a pleasure and I look forward to a better future together with HELLA Asia Singapore too. Cheers!"

### **Mr. Kwan Chi Ming, Director – Deutschland Auto Spare Parts GmbH Ltd., Hong Kong:**

"Please accept our warmest congratulations on your 10th anniversary! We wish you every success in this increased involvement in the complex market."

### **Mr. Le Quang Dat, Director – Le Quang Dong Import and Export, Vietnam:**

"Congratulations from Vietnam for your 10th anniversary! You are GREAT!"

### **Mr. Masahiro Sato, Manager – Empire Motor Co. Ltd, Japan:**

"Congratulations on your 10th anniversary!! We are very delighted to hear that and wishing you continued success."

### **Mr. Vincent Lo, General Manager – PT Sumber Berkat Anugerah, Indonesia:**

"Congratulations on your 10th anniversary. Looking forward to a better and more successful partnership."

## Congratulation messages from HELLA KGaA Hueck & Co.



*Congratulations on the first 10 years of HELLA Asia Singapore.*

*It is a real pleasure to see how you have progressed since you were established and how you manage this complex and challenging market together with your customers and*

*suppliers. I was pleased to be able to experience and see on-site how you develop and push your activities on in such a dedicated manner.*

*I hope that you all will master the upcoming decades with a lot of enthusiasm just as successfully as the first and look forward to meeting you again soon.*

### **Carsten Albrecht**

*Member of the Management Board  
Business Division Aftermarket & Special OE  
HELLA KGaA Hueck & Co*



*10 years have passed and we are impressed how innovative and performance-oriented HELLA Asia Singapore has been and still is. We would like to congratulate the "captain" and "his crew" for 10 years of success - some rough and stormy sea notwithstanding!*

*All of you have done an excellent job! Thank you for your efforts! We also thank our customers in the region - without them the impressive success story of HELLA Asia Singapore had not been possible.*

*We look back with joy and gratitude to the times we worked together and hope that we will continue to be successful.*

### **Franz-Werner Drees**

*Member of the Executive Board  
Business Division Aftermarket & Special OE  
HELLA KGaA Hueck & Co*

## STAYING UNITED WITH OUR PARTNERS

Fostering greater trust and closer working relationships with our key partners through the HELLA Valued Partner Programme since 2006. Now into its 5th year, the HELLA Valued Partner Programme is a preferred partner's incentive scheme to empower and support HELLA's strategic partners towards achieving common growth objectives and business goals.



### HELLA VALUED PARTNERS GET DIRECT ACCESS TO HELLA'S EXPERTISE

Under the overarching theme of mutual growth and collaboration, HELLA Valued Partners (HVPs) are given direct access to HELLA's expertise in the areas of sales support, marketing services, and technical know-how.

These form the core integrated value-added services which offer HVPs incentives such as priority in order management, access to online order status and availability inquiry, brand association, product promotions, priority in claims processing, technical training and other services.

HVPs also enjoy a rebate and rewards system for meeting sales targets, while additional benefits and privileges are constantly offered with a view to adding value to the HVPs and generating greater sales revenue for them.

### HELLA VALUED PARTNERS PROGRAMME BRINGS SUCCESS TO HELLA AND HVPs

In a marketplace that will only get more and more competitive, the HVP programme seeks to give HELLA's partners an edge and thereby bring about success for both HELLA and the HVPs. Compelling evidence for the success of the programme comes in the form of year on year sales growth.

"The partnership between HELLA and the HVPs over the last five years has generated positive results. Our close interaction with our key partners plus their local market insights led to the enhancement of the product portfolio, increase in brand awareness, and the implementation of market driven initiatives.

Engagement with our HVPs and listening to their views facilitated the improvement of HELLA's service offerings, bringing us a step closer to our goal of providing total customer satisfaction. We shall continue to work closely with our HVPs in pursuing new opportunities and taking on challenges to achieve our growth objectives in Asia," commented Engel Del Callar, Marketing Director for HELLA Asia Singapore.

**THROUGH THE YEARS: SNAPSHOTS OF PAST HVP CONFERENCES**

2 - 4 MAY 2006, SINGAPORE. This was an inaugural event to mark the beginning of the HVP Programme. The theme was "Partnering to Drive Value", helping the partners achieve common business goals and growth objectives. Highlights of this event included a cable car ride, a cooking class, a trip to the Singapore Parliament House, as well as the grand opening of HELLA Asia Singapore's new office.



**Fast Forward**

21 - 22 JUNE 2008, KUALA LUMPUR. A series of exciting Fast Forward activities were specially planned for our guests, with a ceremonial flagging-off by Mr. Alexis Rolland, Managing Director of HELLA Asia Singapore. The theme of Fast Forward aimed at accelerating growth with a focus on strengthening our base. A Go-karting competition and viewing of the Super GT race at Sepang International Circuit were the highlights of this event.



**TEAM HELLA**

2 - 3 JULY 2010, SINGAPORE. Held at the Resorts World Sentosa, the event kicked off with the presentation of HELLA's strategy, new developments and key thrusts, followed by a product exhibition. TEAM HELLA was the theme. It represented growth and partnership synergy to reach forefront, focusing on results for value addition to partners. Highlights included the Rock & Roll party and a visit to Universal Studios.



**HELLA UNITED**

The new HVP theme for fiscal year 2011/12 is HELLA United, which underscores HELLA's desire to further strengthen our partnership and relationship with our valued partners, on the basis of trust and common goals. Indeed, HELLA looks forward to forging strong and enduring partnerships in the years ahead.



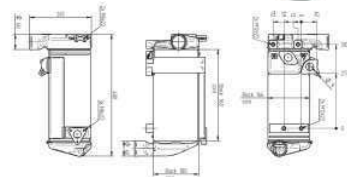
## OIL COOLER FOR HYDRODYNAMIC RETARDER (HYDRODYNAMIC BRAKE)

Hydrodynamic retarders are used to support the braking system in commercial vehicles as a wear free hydrodynamic brake. The reduction in vehicle speed is activated by the transfer of movement energy of the crankshaft into thermal energy of the hydraulic oil.

Once heated, hydraulic oil then flows through an oil cooler. This part of the retarder feeds thermal energy via a coolant to the vehicle's main cooling circuit. As a part which is relevant to the systems function, the oil cooler is flanged directly to the retarder and must withstand both extreme temperature and pressure loads.

A fault in the retarder cooling system will cause this hydrodynamic brake to overheat quickly and fail.

- New to the Behr HELLA Service range
- Completely made of aluminium
- Produced by AKG



### Oil Cooler for Retarder (MAN)

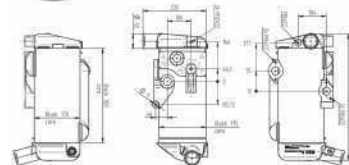
Material	Full aluminium
Weight	21.5 kg
Block Dimensions (W/H/D) in mm	360 x 166 x 180 mm
OE Numbers*	MAN: 81325600041 81325600051 81325600055 81325600092
Part Numbers	8MO 376 765-501

\*OE numbers are only for comparative purposes

### Oil Cooler for Retarder (MAN, DAF, Renault)

Material	Full aluminium
Weight	20.7 kg
Block Dimensions (W/H/D) in mm	350 x 170 x 175 mm
OE Numbers*	MAN: 81325600059 DAF: 1643669 Renault: 5001865807
Part Numbers	8MO 376 765-511

\*OE numbers are only for comparative purposes



## NEW & FOCUSED LIGHTING REAR LIGHTS

Brand	Model	Driving Side	Model Year	Description	HELLA Part No.	Manufacturer No.
<b>Audi</b>	A1	LHD/RHD	05/2010 ->	Combination rearlight, left	2SK 010 436-091	8X0 945 093
	A1	LHD/RHD	05/2010 ->	Combination rearlight, right	2SK 010 436-101	8X0 945 094
	A1	LHD/RHD	05/2010 ->	LED Combination rearlight, left	2SK 010 437-091	8X0 945 093B
	A1	LHD/RHD	05/2010 ->	LED Combination rearlight, right	2SK 010 437-101	8X0 945 094B
	A4 (8K2)	LHD/RHD	11/2007 ->	Combination rearlight, left, outer, bulbs	2VA 009 686-091	8K5 945 095D
	A4 (8K2)	LHD/RHD	11/2007 ->	Combination rearlight, right, outer, bulbs	2VA 009 686-101	8K5 945 096D
	A4 (8K2)	LHD/RHD	11/2007 ->	Combination rearlight, left, inner, bulbs	2TZ 009 687-091	8K5 945 093D
	A4 (8K2)	LHD/RHD	11/2007 ->	Combination rearlight, right, inner, bulbs	2TZ 009 687-101	8K5 945 094D
	A4 (8K2)	LHD/RHD	11/2007 ->	LED combination rearlight, left, outer	2VA 010 085-091	8K5 945 095K
	A4 (8K2)	LHD/RHD	11/2007 ->	LED combination rearlight, right, outer	2VA 010 085-101	8K5 945 096K
A4 (8K2)	LHD/RHD	11/2007 ->	LED combination rearlight, left, inner	2TP 010 086-091	8K5 945 093K	
A4 (8K2)	LHD/RHD	11/2007 ->	LED combination rearlight, right, inner	2TP 010 086-101	8K5 945 094K	
<b>BMW</b>	5-series (F10/11)	LHD/RHD	03/2010 ->	LED combination rearlight, left, outer	2SD 010 234-091	63 21 7 203 229
	5-series (F10/11)	LHD/RHD	03/2010 ->	LED combination rearlight, right, outer	2SD 010 234-101	63 21 7 203 230
	5-series (F10/11)	LHD/RHD	03/2010 ->	LED combination rearlight, left, inner	9EL 173 524-051	63 21 7 203 225
	5-series (F10/11)	LHD/RHD	03/2010 ->	LED combination rearlight, right, inner	9EL 173 524-061	63 21 7 203 226
<b>Volkswagen</b>	Golf VI (GTI/GTD)	LHD/RHD	11/2009 ->	LED combination rearlight, left, outer	2SD 010 408-071	5K0 945 095K
	Golf VI (GTI/GTD)	LHD/RHD	11/2009 ->	LED combination rearlight, right, outer	2SD 010 408-081	5K0 945 096K
	Golf VI (GTI/GTD)	LHD	11/2009 ->	LED combination rearlight, left, inner	2SA 010 409-131	5K0 945 093R
	Golf VI (GTI/GTD)	LHD	11/2009 ->	LED combination rearlight, right, inner	2TZ 010 409-141	5K0 945 094R
	Golf VI (GTI/GTD)	RHD	11/2009 ->	LED combination rearlight, left, inner	2SA 010 409-151	5K0 945 093S
	Golf VI (GTI/GTD)	RHD	11/2009 ->	LED combination rearlight, right, inner	2TZ 010 409-161	5K0 945 094S
	Polo V (6R)	LHD	06/2009 ->	Combination rearlight, left	2VA 354 669-011	6R0 945 095J 6R0 945 111B
	Polo V (6R)	LHD	06/2009 ->	Combination rearlight, right	2VA 354 669-021	6R0 945 096J 6R0 945 112B
	Polo V (6R)	RHD	06/2009 ->	Combination rearlight, left	2VA 354 669-031	6R0 945 095K 6R0 945 111C
	Polo V (6R)	RHD	06/2009 ->	Combination rearlight, right	2VA 354 669-041	6R0 945 096K 6R0 945 112C
Polo IV (9N)	LHD	05/2005 ->	Combination rearlight, left	2VA 965 303-071	606 945 095M	
Polo IV (9N)	LHD	05/2005 ->	Combination rearlight, right	2VP 965 303-081	606 945 096M	

## SENSORS & IGNITION COILS

Product Group	HELLA Part No.	Manufacturer No.	Car Manufacturer	
<b>Intake Manifold Pressure Sensor</b> 	6PP 009 400-321	13 61 7 787 142 7 787 142	BMW	
	6PP 009 400-471	038 906 051B 03G 906 051D	Audi Volkswagen	
	6PP 009 400-481	038 906 051 062 906 051	Audi Volkswagen	
	6PP 009 400-501	03C 906 051 03C 906 051E 03C 906 051F	Audi Volkswagen	
	6PP 009 400-511	030 906 051A	Volkswagen	
	6PP 009 400-541	036 906 051G	Volkswagen	
	6PP 009 400-551	038 906 051D	Audi Volkswagen	
	6PP 009 400-561	13 62 2 246 977 2 246 977	BMW	
	6PP 009 400-571	011 542 07 17 A 011 542 07 17	Mercedes-Benz	
	<b>Coolant Temperature Sensor</b> 	6PT 009 309-441	049 919 501 049 919 501 1 175 919 501	Volkswagen
		6PT 009 309-541	1 433 077 13 62 1 433 077 13 62 7 788 077 7 788 077	BMW
	<b>Camshaft Position Sensor</b> 	6PU 009 121-881	06A 905 161A	Volkswagen
6PU 009 121-901		03G 957 147A 03G 957 147C	Audi Volkswagen	
<b>Crankshaft Pulse Sensor</b> 	6PU 009 146-521	003 153 72 28 003 153 74 28 A 003 153 72 28 A 003 153 74 28	Mercedes-Benz	
	6PU 009 146-531	06A 906 433E	Audi Volkswagen	
	6PU 009 146-541	045 907 319A 045 957 147 045 957 147C	Audi Volkswagen	
	6PU 009 146-581	06A 906 433K	Audi Volkswagen	
	<b>Ignition Coil</b> 	5DA 749 475-691	03D 905 115 03D 905 715	Volkswagen
5DA 749 475-701		077 905 115	Audi	
5DA 749 475-711		022 905 100 022 905 715	Volkswagen	
5DA 749 475-721		06C 905 115	Audi	
5DA 749 475-831		06B 905 115	Audi Volkswagen	
5DA 749 475-861		036 905 100 036 905 715	Audi Volkswagen	
5DA 749 475-871		06A 905 115	Audi Volkswagen	

## COMPRESSED AIR HORN



**Get noticed with high performance sound:**

- Broad sound spectrum
- Long-range tone for additional safety
- Sporty black-red design
- Durable impact plastic trumpet
- Inclusive of relay and tubing
- Additional feature of 3-pipe air horn: option for selecting 3 alternating tones or harmonised tone (operated by a switch included)

Technical Specifications	3-Pipe Air Horn	2-Pipe Air Horn
<b>Part Number</b>	3PD 003 001-981	3PB 003 001-631
<b>Operating Mode</b>	Electric-pneumatic	Electric-pneumatic
<b>Sound Level [dB(A)]</b>	118 - 125	118 - 125
<b>Low Tone [Hz]</b>	630	630
<b>Middle Tone [Hz]</b>	756	756
<b>High Tone [Hz]</b>	810	-
<b>Diameter 1 [mm]</b>	76	76
<b>Diameter 2 [mm]</b>	71	71
<b>Diameter 3 [mm]</b>	71	-
<b>Length 1 [mm]</b>	207	213
<b>Length 2 [mm]</b>	161	161
<b>Length 3 [mm]</b>	152	-
<b>Power Consumption [W]</b>	250	250
<b>Mounting Type</b>	Blade Coupling	Blade Coupling
<b>Rated Voltage [V]</b>	12	12

## HELLA HORNS NOW IN APP FORM FOR THE SMARTPHONE

Test and compare sounds in realistic surroundings, get the technical details and view the visual features of products – all possible with the first app from HELLA. Discover the wide range of HELLA horns and fanfares with access to sound samples and all the information you need at your fingertips available in 10 European languages. The menu, arranged by type of use (passenger car, commercial vehicle, agricultural and construction vehicles or two-wheeler), lets you find suitable products quickly and easily and provides a rapid overview of the most important product features. Treble and bass can be played separately and together for many products – including with background street noise to give you a realistic impression.

The key facts at a glance: For each horn and fanfare, we combined the key product characteristics, a product image and the sound on one screen.

1. Use the magnifying glass icon to increase the size of the text about each individual product.
2. Get all the technical details you need at a glance: The icon bar brings provides a clear overview of all the technical details you need.
3. Get a clear idea of how the selected product sounds by listening to the high tone, deep tone or both together: Simply place your finger on the speaker icon.
4. Make the tones even more authentic with a background of authentic traffic sounds - on or off at your fingertips.
5. Use standard iPhone gestures to scroll through the products in each category – simply swipe with your finger to view the next page.

The app can be downloaded to your Smartphone from your store and is available for both Apple iOS and Android users. For more information on the HELLA app, please visit: [www.hella.com/apps/horns](http://www.hella.com/apps/horns).



## HELLA INCREASES REVENUES AND PROFITS IN FISCAL YEAR 2010/2011

### STRONG GROWTH PARTICULARLY IN ASIA

HELLA KGaA Hueck & Co. significantly increases revenues in fiscal year 2010/2011, up 23 percent to 4.4 billion Euro (2009/2010: 3.6 billion Euro), and achieves the best result ever in its corporate history. EBIT grew from 146 million Euro to 268 million Euro year on year, the annual result could be improved to 164 million Euro.

"We benefit from our timely focus on key automotive trends such as the increasing environmental awareness, the still growing demand for safety and the shift from conventional lighting to LED technology", says Dr. Jürgen Behrend, Chairman of HELLA KGaA Hueck & Co. "Further, the economic recovery in Europe and the US as well as the strong growth in Asia helped us to increase our revenues."

Research and development expenditures were increased by 50 million Euro to 346 million Euro in the past fiscal year to maintain HELLA's technological leadership.

In fiscal year 2010/2011, HELLA also further expanded the global cooperation network. Overall, the HELLA joint ventures contributed about 600 million Euro in revenues on a pro rata basis; of these, about 200 millions Euro were consolidated at group level.

### GROWTH IN THE AUTOMOTIVE SEGMENT

With its leading edge technology solutions in lighting and electronics, the automotive segment benefited particularly from the higher sales in the automotive sector. Revenues consolidated at group level increased from 2.6 billion Euro to 3.2 billion Euro, EBITDA amounted to 458 million Euro. HELLA Group's flexible structure and a short-term increase in capacity enabled the company to deal with the strong increase in volume without meaningful production or supply issues.

The lighting business benefited particularly from the strong demand for premium and innovative lighting systems in the LED segment and the strong Chinese business. "While we are already a leader in this field, we will further strengthen our position by continuing to build and expand our production and development capacities in the emerging markets and particularly in China", said Dr. Jürgen Behrend. "It is important to grow where our clients grow."

In the electronics business, the company offers a wide range of innovative products focusing on the sector's trends emission reduction, energy management, safety and comfort. These include for instance the intelligent battery sensor that monitors and controls energy usage, accelerator pedals, vacuum pumps and lane change assistants.

HELLA is a market leader in many of these products and present in all relevant growth markets and car types. Here again,

it focuses on further upgrading the global development network particularly in the emerging markets in order to cater to the strong local demand.

### AFTERMARKET SEGMENT CONTINUES TO GROW

The revenues of the aftermarket segment consolidated at group level increased to 1.2 billion Euro in 2010/2011 (2009/2010: 936 million Euro), EBITDA amounted to 138 million Euro. This segment combines two activities that have strong synergies with the OEM business: HELLA's global distribution network enables the company to sell automotive parts, act as the service partner of independent garages and supply the automotive parts organisations of large car manufacturers.

The positive development of the aftermarket segment was mainly driven by the expansion of the product portfolio particularly in the LED area, a strong wholesale business and substantial growth in Asia.

### STRONG POSITION IN KEY FOREIGN MARKETS SUPPORTS GROWTH AND DIVERSIFICATION

In the past fiscal year, HELLA could further increase regional diversification as well as the Asian growth markets' contribution to overall sales. By end clients, 15 percent of past fiscal year's revenues were generated in Germany, another 44 percent in the rest of Europe. The NAFTA region accounted for 18 percent of the revenues, Asia/Pacific for 23 percent.

After already expanding the automotive development capabilities in Shanghai (China) and Pune (India) in the past fiscal year, HELLA now plans to build another development facility with a lighting technology and energy management focus in Nanjing (China) in the current fiscal year.

### HELLA TARGETS FURTHER GROWTH IN THE ESTABLISHED SEGMENTS AND IN NEW ACTIVITIES

"We want to further grow the family-owned company - swiftly but also with a sense of proportion. I believe that we are very well positioned across all businesses to achieve this goal", said Dr. Jürgen Behrend. "In the process, we will retain our strong focus on innovation and development and further drive international expansion."

In addition to the organic growth targeted in the established businesses, HELLA also plans to boost technology transfer into new applications outside of the core automobile business. Since 2008, HELLA has been leveraging its lighting and electronics technology and process capabilities in the still relatively recent industries business in order to develop solutions for target groups outside of the automotive segments, for instance in the area of street and airport lighting or people counters.

## RADIATOR FAILURE ANALYSIS WORKSHOP

Taiwan, 25 & 28 August 2011. Hella organised a Behr HELLA Service radiator failure analysis workshop for the staff and key customers for Liang Fei Co. Ltd and the sales team of Jiann Pang Trading Corp. Conducted by Elson Chee, Business Development Manager for Thermal Management, the workshop highlighted the common causes for radiator failure, plus proper installation and maintenance steps to ensure optimal radiator performance and service life.



## HELLA NAMED BEST PORSCHE SUPPLIER FOR 2011

HELLA was honoured as best supplier by Porsche AG on 13 July 2011 in Leipzig, Germany. The Porsche Supplier Award 2011 recognises outstanding services, partnership, communication, and commitment as well as efforts on the part of the supplier in a rapidly changing environment. The award honours the supplier's power of innovation and expertise that considerably contribute to outstanding results, emphasised Uwe-Karsten Städter from Porsche AG during the award ceremony. Dr. Rolf Breidenbach, Chairman of the HELLA Management Board, accepted the award on behalf of the company at the Leipzig Porsche plant and is very proud of his team's achievements: "Recognition by Porsche AG confirms our high level of commitment and is an important incentive for us to continue to develop and manufacture high quality headlamps and rear lights for Porsche."



# COMET FF SERIES LIGHTING IN A NEW DESIGN



LAUNCHING IN LATE 2011

The new generation of HELLA auxilliary headlights is designed specifically for the style of modern vehicles. Using proven halogen technology, the new free-form reflectors deliver excellent lighting performance. Whether off-road in the country or in the urban jungle, the new COMET FF models are the right choice in any environment and the perfect lighting solution for anyone looking for good visibility and good looks.



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