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FOR IMMEDIATE RELEASE

Hella, Inc. Launches Aftermarket Club

Peachtree City, GA, — Hella, Inc., the North American aftermarket subsidiary of automotive lighting and electronics supplier Hella, announced the introduction of the Aftermarket Club.

Hella, Inc.'s Aftermarket Club is an internet-based platform for customers and sales representatives. The Aftermarket Club offers information and communications functionalities including a convenient product search of Hella's online catalog, order status, detailed information about marketing materials, technical information, up-to-date information about new products and Hella news.

Customers can locate their Hella contact information via the Service Team pages. The Aftermarket Club also allows customers to communicate directly with their Hella, Inc. contact.

"The Aftermarket Club is the ultimate guide to Hella's resources," remarked Alfredo de la Vega, Hella, Inc. Marketing Manager. "It makes a large pool of information available to our partners and provides efficient support for their day-to-day business."

Customers who are already a member of the Aftermarket Club can log on from Hella, Inc.'s website at www.hellausa.com or www.hellacanada.com. Customers wanting to sign up for the Aftermarket Club should contact their Hella, Inc. sales representative to receive login information and a training CD.

- MORE -

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About Hella, Inc.

Hella, Inc., located in suburban Atlanta, GA, is the North American aftermarket sales and distribution headquarters for Hella KGaA Hueck & Co. Hella, Inc. provides world-class aftermarket and special OE support to automotive, marine, and heavy-duty accounts in the U.S., Canada, and the Caribbean.

For more information, visit www.hellausa.com or www.hellacanada.com.

About Hella KGaA Hueck & Co.

With its corporate headquarters in Lippstadt, Germany, the automotive supplier develops and produces lighting and electronics components and systems for the automotive industry. In addition, complete vehicle modules, air conditioning systems and vehicle electric systems are produced in joint venture companies. Hella has one of the largest aftermarket organizations worldwide for automotive parts and accessories, with its own sales companies and partners in more than 100 countries. The consolidated sales of the Hella Group are approximately \$3.9 billion. Hella is one of the 100 largest German industrial companies. 24,000 people are employed in 65 plants, production companies, subsidiaries and joint ventures worldwide. More than 2,900 engineers and technicians work in Research and Development. Customers include all leading automakers and systems manufacturers as well as the automotive aftermarket.

For more information, visit www.hella.com.

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