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**FOR IMMEDIATE RELEASE**

## **Hella, Inc. Appoints Group Product Development Manager and Marketing Manager**

**Peachtree City, GA,** — Hella, Inc., the North American aftermarket subsidiary of automotive lighting and electronics supplier Hella, announced the appointments of Doug Poole and Alfredo de la Vega.

Doug Poole was named Group Product Development Manager based in Peachtree City, GA. Mr. Poole will manage the Product Management Team responsible for electronics, fuel pumps, electrics, optical warning systems, beacons, bulbs, and auxiliary and standard lighting.

Mr. Poole has 12 years of Hella experience as Aftermarket Executive for South Africa. He also has been the responsible Executive for automotive workshop franchising and product sourcing for auto-electrical and heavy duty replacement parts. He previously served as Sales and Marketing Director at Transport Equipment Manufacturing Company.

“I look forward to providing a renewed contribution to the expansion and management of our product range,” said Poole.

Alfredo de la Vega was named Marketing Manager, also based in Peachtree City. As the new head of Hella, Inc.'s Marketing Department, his team is responsible for promoting the Hella brand and products within the U.S. and Canada through trade shows, advertising, catalogs, flyers, events and sponsorships.

**– MORE –**

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**Hella, Inc. Appointments**

Mr. de la Vega has been with Hella for almost 12 years in Mexico as part of Hellamex. He held numerous sales, marketing and product management positions including National Sales Manager, Marketing Manager, Product Manager – Electronics and Motor Management, and Chief of Advertisement. Mr. de la Vega holds a Bachelor's degree in Industrial Engineering and an MBA in Marketing.

“Part of my new challenge will be to exploit synergies between the NAFTA Sales Companies in the U.S., Canada and Mexico in terms of promotional campaigns, visual material and cataloging,” said Mr. de la Vega.

### **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](http://www.hellausa.com) or [www.hellacanada.com](http://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](http://www.hella.com).

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**Note to Editors:** Photos available on request.

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