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**FOR IMMEDIATE RELEASE**

## **Hella, Inc. Offers High Performance Xenon Blue Bulbs**

**Peachtree City, GA,** — Hella, Inc., the North American aftermarket subsidiary of automotive lighting and electronics supplier Hella, announced the availability of High Performance Xenon Blue Bulbs.

Hella's High Performance Xenon Blue Bulbs produce a brighter, whiter light that is closer in color temperature to actual daylight than standard halogen bulbs. The bulbs provide increased visibility during night driving and less eye fatigue for the driver in all conditions. Correct filament alignment assures maximum light output. The blue glass provides a crisp white beam pattern. The bulbs are manufactured under Hella's stringent testing standards.

Hella's Performance Xenon Blue Bulb range features on-road, DOT-compliant bulbs in all popular base types, as well as higher-wattage off-road-use bulbs.

### **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).

**– MORE –**

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**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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