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FOR IMMEDIATE RELEASE

Hella, Inc. Adds Rallye 4000FF Xenon & Rallye 500 Grille

Peachtree City, GA, — Hella, Inc., the North American aftermarket subsidiary of automotive lighting and electronics supplier Hella, announced the addition of the Rallye 4000FF Xenon and Rallye 500 Grille to its popular auxiliary driving lamp series.

Designed for use by motorsports enthusiasts, the Rallye 4000FF Xenon offers the lighting and durability customers expect with a new look and improved performance. It features the added boost of Hella's next generation Free-Form (FF) reflector developed with state-of-the art computer design. It is produced using the purest aluminum metallized under high vacuum. The result is high performance over a long service life plus advanced style.

Also improved for the new Rallye 4000 Xenon is a one-piece housing with less overall depth. The new generation Rallye 4000 Xenon uses the updated Generation 4 Ballast with a standard one-meter cable to provide additional mounting options.

In addition, Hella introduces another accessory for its Rallye 500 lamp – the Rallye 500 Grille. Hella's tempered glass is strong and durable on its own, but to keep lamps looking and performing like new under the toughest of terrain, Hella offers a new protective grille for the Rallye 500. The grille attaches quickly and provides long-lasting protection against breakage. The grille easily snaps onto the lamp – no tools or assembly are required.

– MORE –

Hella, Inc.
201 Kelly Drive
Peachtree City, GA 30269
1-877-224-3552

Hella, Inc. - Canada
5650 Keaton Crescent, Unit B
Mississauga, Ontario L5R 3G3
1-866-990-7099



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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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Company Contact:

Julie Ledbetter
Hella, Inc.
+1-770-631-7514
julie.ledbetter@hinc.hella.com

Media Contact:

Amy Stehlik
Virtual Magic
+1-678-539-3424
astehlik@virtualmagic.com