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FOR IMMEDIATE RELEASE

Hella, Inc. Unveils Rear View Camera

Peachtree City, GA, — Hella, Inc., the North American aftermarket subsidiary of automotive lighting and electronics supplier Hella, announced the introduction of the RVS-1 Rear View Camera that enables drivers to reverse more easily and safely.

The danger of overlooking and injuring people or causing damage to property can be greatly reduced with Hella's RVS-1 Rear View Camera. The RVS-1 records the rear space behind the vehicle over a viewing area of up to 92 degrees vertically and up to 120 degrees horizontally. It gives the driver a reliable picture of the rear-space situation via the display in the cockpit, thus allowing the driver to adapt their maneuvering.

The high-performance mini-camera with integrated electronics is about the size of a golf ball. The driver activates the rear view camera automatically by selecting reverse gear. Due to very high night-vision sensitivity, the sensor needs only the light of the reversing spotlight in the dark; no other light sources are required. The color image can be reproduced via a 12.6-centimeter monitor and is also suitable for the connection of DVD players.

The system is ideal for retrofitting motor homes, small transporters, vans and SUVs. The system can be mounted on various locations including tailgates and grip rails.

– 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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