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FOR IMMEDIATE RELEASE

Hella, Inc. Launches New Website

Peachtree City, GA — Hella, Inc., the North American aftermarket subsidiary of automotive lighting and electronics supplier Hella, announced the launch of its new website unveiling new and enhanced sections designed to strengthen the user's experience.

The redesigned website matches the layout for all Hella company websites worldwide using the same "look and feel" and easy-to-use navigation. The site is dedicated to the Aftermarket, Original Equipment (OE) manufacturers, and Special OE customers.

The new website is categorized into five sections: Automotive Industry, Wholesalers, Garages, Consumers and Special OE. Each section includes more in-depth information pertaining to each area including exciting interactive videos and up-to-date information in the Consumer section.

In addition the Home Page includes quick links to the Aftermarket Club that offers technical information and order status, the Online Catalog that provides fast and efficient access to Hella's lighting and accessory products, and a link to Behr Hella Service – Behr and Hella's joint venture for engine cooling and air conditioning.

Customers can access the new website at the same address: www.hellausa.com or www.hellacanada.com.

– MORE –

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Peachtree City, GA 30269
1-877-224-3552

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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. Its subsidiary, Hella Inc. – Canada, serves the Canadian market with offices and warehouse in Mississauga, ON.

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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