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HELLA expands brake portfolio for even more comprehensive vehicle coverage

- Extensive product range extensions: deposit-free brake calipers expanded by 150 article numbers, brake disc range by 50 article numbers
- For the first time, HELLA offers product bundles consisting of brake pads and brake discs for the independent aftermarket

HELLA Aftermarket, the independent spare part and workshop business of the international automotive supplier FORVIA HELLA, is further expanding its offering in the field of brake systems, thus consolidating its position as a full-range supplier in the independent aftermarket. Not only is the assortment of brake calipers and discs comprehensively expanded, but HELLA is also now offering sets of brake pads and brake discs for the independent aftermarket for the first time. "Our goal is to offer our customers the right solution for almost every vehicle model at all times – in the usual high HELLA quality and with the greatest possible availability. In this way, we support wholesalers and workshops in working even more efficiently and successfully," says Dr. Marcel Wiedmann, Head of Independent Aftermarket at HELLA.

In the area of new and deposit-free brake calipers (NEWMAN portfolio), the range will be expanded from 350 to 500 article numbers. This means that even more vehicle models can be covered. The offer of brake discs is also growing: around 50 new article numbers are added to the range, consisting of conventional and two-piece brake discs. The portfolio is also supplemented by one-piece, cost-optimised brake discs for various BMW and Mercedes-Benz models, being equipped with two-piece brake discs as OE-spec. In contrast to the two-piece ones, these do not have an aluminum hat, but are grey casted in one piece. Like the entire range, they comply with the ECE-R 90 directive and are coated, which leads to corrosion protection and a longer-lasting attractive appearance. In addition, the special one-piece variants are made of high-carbon gray cast iron, which offers optimal performance in road traffic even under extreme conditions.

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For the first time, HELLA is also offering practical brake bundles consisting of brake pads and brake discs for particularly sought-after vehicle models, such as the VW Golf, BMW 3 Series or Mercedes Benz Sprinter. The brake bundles offer wholesalers, workshops and end customers an advantage in terms of warehousing and ordering effort.

"With the targeted expansion of our brake range, we are achieving almost complete market coverage and offering our customers even more choice and availability," says Wiedmann. For example, HELLA offers almost 99 percent coverage for brake pads and discs and over 85 percent coverage for brake hydraulics. In addition, HELLA covers over 90 percent (more than 85 percent for brake discs) of the brake pads of electric and hybrid vehicle models.

Wholesalers and workshops benefit not only from a wide range of products, but also from comprehensive technical service – for example via the expert hotline, the HELLA Partner World for wholesalers and the HELLA Tech World for workshops. HELLA's strong international sales network also ensures high product availability, short delivery times and excellent logistics services.

Note: This text and suitable images can also be found in our press database at: www.hella.com/press

ABOUT FORVIA HELLA

FORVIA HELLA is a listed international automotive supplier. As a company of the FORVIA Group, FORVIA HELLA stands for high-performance lighting technology and vehicle electronics and, with the Lifecycle Solutions Business Group, also covers a broad service and product portfolio for the spare parts and workshop business as well as for manufacturers of special vehicles. With currently around 35,000 employees at over 125 locations, the company is active worldwide and generated adjusted sales of €8.1 billion in the fiscal year 2024. www.hella.com

ABOUT FORVIA

FORVIA, a global automotive technology supplier, comprises the complementary technology and industrial strengths of Faurecia and HELLA. With over 150,000 people, including more than 15,000 R&D engineers across 40+ countries, FORVIA provides a unique and comprehensive approach to the automotive challenges of today and tomorrow. Composed of 6 business groups and a strong IP portfolio of over 13,000 patents, FORVIA is focused on becoming the preferred innovation and integration partner for OEMs worldwide. In 2024, the Group achieved consolidated sales of €27 billion. FORVIA SE is listed on the Euronext Paris market under the FRVIA mnemonic code and is a component of the CAC SBT 1.5° indice. FORVIA aims to be a change maker committed to foreseeing and making the mobility transformation happen. www.forvia.com