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FORVIA HELLA presents innovative technologies for the agriculture of the future at Agritechnica 2025

- World premiere: fully integrated radar-based turn assistant in agricultural machinery mirrors
- Smart Link Concept: more efficiency and safety through networked lighting and electronic components
- Innovative position sensors: magnet-free rotation angle sensors for precise and reliable output of modern agricultural machinery

The international automotive supplier FORVIA HELLA will present its portfolio for the future of agriculture at Agritechnica 2025 in Hanover from November 9 to 15, 2025 in Hall 17, Booth A34. The focus of the trade fair appearance will be on innovative lighting and electronic solutions that are specifically tailored to the requirements of modern agriculture and make a decisive contribution to greater efficiency and safety.

World premiere of the radar-integrated turn assistant

One of the central highlights of the trade fair appearance is the world premiere of a radar-based turning assistant for agricultural machinery. This technology can be seamlessly integrated into the tractor mirror for the first time in the world. "Our radar-based assistance system sets new standards and protects against dangerous collisions, especially when turning left. In this way, we increase safety for both farmers and other vulnerable road user on country roads," explains Kristian Vuksan, Sales Director responsible for the Agriculture customer segment in the Lifecycle Solutions Business Group at FORVIA HELLA. The system detects following or overtaking vehicles from a distance of up to 80 meters. The solution is modularly scalable and can be flexibly integrated into existing vehicle platforms. The technology will be available to European customers from the second half of 2026.

[FOR MORE INFORMATION, PLEASE CONTACT](#)

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Smart Link Concept: Efficiency and safety through networked lighting and electronic components

Another focus of FORVIA HELLA's trade fair appearance is the Smart Link Concept: a modular, digital platform that networks lighting, sensors and other electronic components in the vehicle. "Digital networking simplifies the system architecture," says Vuksan. "In this way, data and control commands can be exchanged efficiently, potential hazards can be detected at an early stage and downtimes can be minimized. In addition, new technologies and features are easy to integrate, ensuring that agricultural machinery remains state-of-the-art for years to come."

The Smart Link Concept, for example, enables the integration of advanced interior lighting solutions. These combine safety and comfort functions with customizable RGB ambient lighting, which enables a pleasant light for relaxed driver breaks, for example, as well as the display of autonomous vehicle operation in harvest mode through different colors. The matrix work lamps optimally illuminate the work area and prevent drivers or other machines from being dazzled. Signal lights can also indicate whether the vehicle is in autonomous driving mode or visualize the current state of charge. Such a display is required by law if the vehicle is driving autonomously.

Sustainable and modular sensor solutions

At the trade fair, FORVIA HELLA will also be underlining its innovation leadership in the field of sensor technology with the Universal Angular Sensor (UAS). The measuring principle of the sensors does not require magnets and is therefore free of rare earths. It is based on FORVIA HELLA's high-precision CIPOS inductive sensor technology, which has been proven in more than a billion applications worldwide for decades. The magnet-free design reduces environmental impact and regulatory hurdles, providing manufacturers with additional flexibility and planning security. The multi-channel structure allows redundant measurements that meet the highest safety standards such as ASIL D and also enable use in autonomous applications. The UAS is therefore ideal for tasks such as determining the position and controlling of steering systems in tractors and agricultural machinery, the monitoring and regulation of hydraulic cylinders on harvesting machines or the control of the position of flaps in stables and warehouses.

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



In addition, FORVIA HELLA will be showcasing its broad portfolio at the trade fair – from OctaLane headlights and S-series work lamps to LeanLED 2.0 rear lights as well as selected highlights from the electrics and electronics sectors. The focus is on robust, durable and low-maintenance products that have been specifically developed for the demanding operating conditions in agriculture.

Visit FORVIA HELLA at Agritechnica 2025 in Hall 17, Booth A34, and discover the future of agricultural technology. If you are interested in interviews or media appointments, please contact the FORVIA HELLA communications team.

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

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