

PRESS RELEASE

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FORVIA HELLA develops illuminated logo bezel for the new CLAAS Axion 9

- Innovative lighting solution sets new standards in the agricultural sector
- Three-part front structure with LED lighting stages the CLAAS brand identity and increases functionality
- Illuminated logo bezel is transferred to other CLAAS tractor models

In cooperation with the leading agricultural machinery manufacturer CLAAS, the international automotive supplier FORVIA HELLA has developed an illuminated logo bezel especially for the Axion 9 large tractor series. The innovative lighting solution sets new standards in the combination of lighting technology and brand-defining design in the agricultural sector: it combines advanced LED technology with an unmistakable design that specifically sets the scene for CLAAS' brand identity. "The illuminated logo bezel impressively demonstrates how we are sustainably developing agricultural technology through synergies and the transfer of know-how from the automotive industry. A technologically strong product, integrated into a large-volume production vehicle, strengthens our position as a leading provider of advanced lighting solutions in the agricultural sector," says Dr. Fabian Utermöhlen, Vice President Sales & Marketing in the Lifecycle Solutions Business Group at FORVIA HELLA. The illuminated logo bezel was first presented in November last year at the Agritechnica in Hanover.

The illuminated logo bezel is the result of several years of cooperation between FORVIA HELLA and CLAAS. The focus is on a three-part front structure: the centrally positioned, illuminated CLAAS logo is flanked by powerful work lamps and daytime running lights. "This solution not only significantly enhances the optics of the tractors, but also combines the highest lighting requirements with efficient electronics in minimal packaging," says Utermöhlen. In terms of technology, the lighting functionality is based on an electronic printed circuit board with 20 LEDs specially developed for CLAAS, which ensures homogeneous light distribution and a color temperature of around 5,700 Kelvin. The translucent plastic panel ensures an optimal lighting effect and blends seamlessly into the overall design of the tractors.

FOR MORE INFORMATION, PLEASE CONTACT

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Following the successful launch at Agritechnica, the innovative technology is now to be extended to other CLAAS tractor models.

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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