

THE BRAKES EVOLVE UNDER A NEW LIGHT! ORDER NOW!



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BRAND HELLA!

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BRAKES Q&A



Hella Pagid brake products are transitioning to be sold under the Hella brand name, with the changeover starting October 1, 2024. FORVIA HELLA acquired full ownership of the Hella Pagid joint venture and is now consolidating the brake product line under the Hella brand. This means that while the brand name will change, the product range, quality, and even article numbers will remain the same for repair shops and wholesalers.

Q CUSTOMER BENEFIT –

What are the general advantages of the new setup for customers?

Same articles, same quality. Even the part numbers remain. Now, sold under the strong brand HELLA. OE competence in fields of brake electronics (brake pedal sensors/brake-by-wire) to be connected with the IAM assortment of brake wearing parts and hydraulics.

Q PRODUCT & QUALITY –

What will change in terms of products/quality? Are there any changes?

There are no changes, HELLA keeps the same specifications and quality level.



See also sales and product presentation: [Click here](#)

Q PACKAGING –

When will HELLA start shipping boxes with the HELLA brand and when will HELLA finally switch the packaging to HELLA?

HELLA will start shipping HELLA-branded boxes after full consumption of HELLA PAGID stock and give availability of new branded stock. The phase-in and transition will be managed on part number level.

Therefore, HELLA will send both brands potentially as a mix until the end of 2025 at the latest. The first newly branded material is going to be received in the upcoming days and will then potentially be shipped in September.



AVAILABILITY OF GOODS –

Are there any shortages expected regarding the goods availability during the changeover process until July 2025?

During the transition/changeover phase, HELLA does not currently see any critical periods that might endanger shipments to the customer. Furthermore, it is not expected that the market supply/stock availability will be significantly affected.



DATA MANAGEMENT (ACES / PIES) –

Will the products continue to be listed on ACES/PIES under HELLA Pagid? Do customers have to change the feed-in number manually or is this done automatically?

No. The products will be published under the ACES/PIES-Brand HELLA first time beginning of July HELLA.

Additional newsletters were sent out via HELLA Partner World (in all language versions). HELLA Partner World reminder newsletters will be sent out in all available language versions in September 2025.



MARKETING MATERIALS –

When will HELLA release new marketing materials for HELLA Brake Systems?

HELLA will release new marketing materials for HELLA Brake Systems in August 2025. These materials will be available through our wholesaler portal, HELLA Partner World. Subscribe to our newsletter to receive the latest updates..

[Click here](#)



BRAKE SYSTEMS