



OE HERITAGE MEETS
AFTERMARKET INNOVATION



Outstanding OE quality, fitment and performance all in one

SELF-MADE PRESENTS ARE THE BEST ONES.



BRAKE PADS IN OE-QUALITY –
WHAT MORE COULD YOU WANT?



BRAKE SYSTEMS

HELLA BRAKES: ENGINEERED FOR YOUR SUCCESS

At HELLA, everything we do is driven by one principle: putting our customers at the center of it all. With decades of expertise and a deep understanding of the automotive aftermarket, we're more than just a supplier — we're a trusted partner to wholesalers and a reliable ally to workshops. We know your daily operations are demanding, which is why we focus on simplifying the complex. From our comprehensive product portfolio to technical support and logistics solutions, HELLA is committed to making your workflow faster, more efficient, and more profitable. With HELLA Brakes, you're not just getting premium-quality components — you're gaining a partner dedicated to helping your business move forward with confidence.

PARTNER TO THE WHOLESALERS.

At HELLA, we don't just supply parts — we power partnerships. As a trusted partner to wholesalers, we're built to respond quickly, deliver consistently, and help drive your business forward. Our commitment to high product availability, outstanding quality, and flexibility means smoother operations and a stronger bottom line for you.

We know the aftermarket doesn't wait. That's why we offer responsive, solution-oriented service from people who know your business — with knowledgeable on-site experts who speak your language and work at your pace. Fast answers, dependable support, and the flexibility to adjust as your needs evolve — that's what makes HELLA a true wholesale partner.

And with HELLA sales companies located around the world, we stay close to our customers — not just geographically, but in mindset. Wherever you are, we're right there with you.



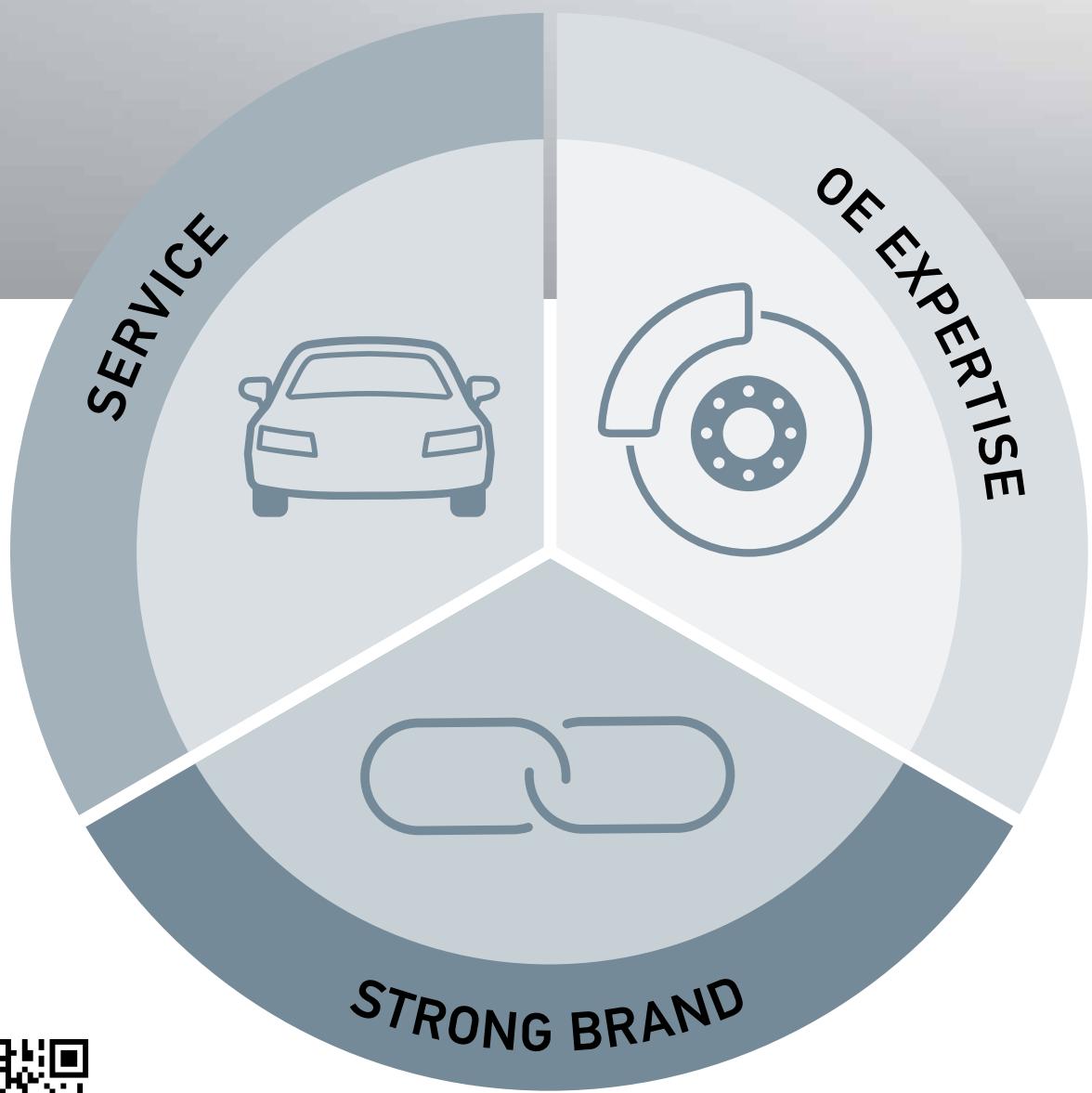
THE REPAIR SHOP'S FRIEND.

When the pressure's on in the shop, you need a partner who's been there. That's why HELLA is proud to be the repair shop's friend — combining OE-level expertise with real-world technical know-how to make your day-to-day smoother, more profitable, and ready for what's next.

From diagnostics to installation, we support technicians with practical solutions and real answers — fast. We understand the challenges you face because we listen, we learn, and we work alongside the pros who keep vehicles on the road. You can count on HELLA for expert guidance, quick support, and parts that meet the highest standards — all from a brand that respects your craft and knows what it takes to keep a shop running strong.

As the repair shop's friend, HELLA aims to provide our customers with optimum support for everyday workshop conditions.

THE STRONG STIMULUS OF RELIABILITY, TRUST AND PERFORMANCE



Find out more here.



OE EXPERTISE RELIANCE

No industry pushes suppliers harder than the automotive industry — and that's precisely where HELLA has earned its reputation. When leading global vehicle manufacturers choose HELLA products for their factory builds, it's more than just an endorsement — it's proof of trust at the highest level.

HELLA's Original Equipment (OE) expertise is the foundation of everything we do. From design to production, our components meet the same exacting standards required by the world's top automakers. That means when you choose HELLA Brakes, you're getting the same quality, precision, and reliability trusted by the industry's best.

Because in the world of automotive, nothing speaks louder than proven performance, and HELLA delivers every time.

STRONG BRAND TRUST

A brand built on trust. A company backed by decades of OE experience. At HELLA, we're more than just a name on a box — we're your partner and your ally. Every day, wholesalers and independent repair shops across the country count on us not just for world-class parts, but for the support and service that keeps their businesses moving. From advanced product engineering to real-world technical support, HELLA delivers professional-grade solutions designed for the demands of the modern aftermarket.

Precision. Performance. Partnership. That's not just what we offer — it's who we are.

That's HELLA

SERVICE PERFORMANCE

At HELLA, we aim to inspire confidence with solution-driven services that add real value for our customers. Our extensive product range includes over 3,500 brake items tailored to meet both current and future vehicle demands. With flexible logistics, consistent availability, and responsive customer service, we ensure you can operate efficiently and profitably.

Our decades of OE experience provide the technical expertise you can rely on, helping you stay ahead with a commitment to safety and a comprehensive service approach.

OE EXPERTISE BEST PERFORMANCE IN ALL AREAS



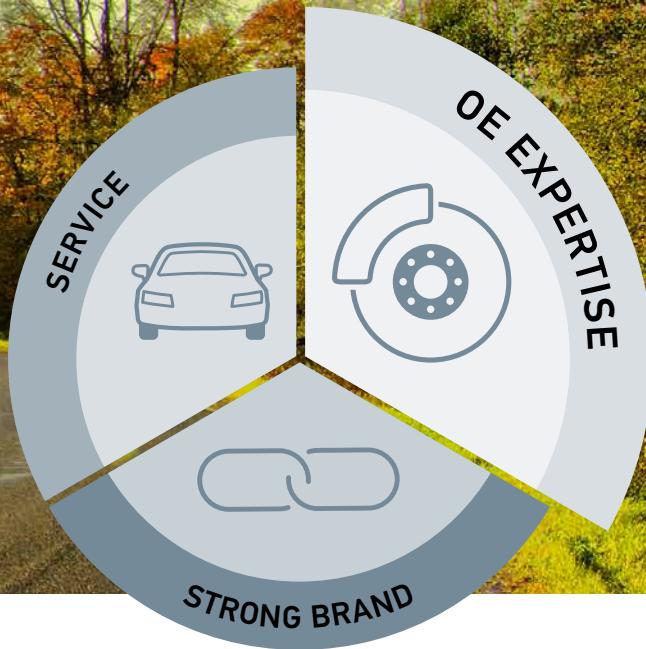
INNOVATION THAT KEEPS YOU AHEAD

There are many reasons behind the success of HELLA Brake Systems — but one stands out above the rest: our commitment to staying one step ahead of the market. And yes, we're proud to say we continue to deliver on that ambition, time and again. It begins with continuous market research and a deep understanding of the automotive industry. By tracking evolving customer preferences and real-world performance data, we integrate brake wear, comfort, and durability expectations directly into the development of every HELLA product. That means every component is built not just for today's demands — but for tomorrow's.

Driving this momentum forward is our state-of-the-art in-house R&D center. Here, innovation takes shape — tested under extreme conditions to ensure durability, precision, and safety, even in the harshest environments. From material science to braking behavior, nothing is left to chance.

This future-focused mindset isn't just a goal — it's built into our DNA.

Because when it comes to safety and performance, being ahead isn't optional. It's essential.



Engineered for the future — designed for today

In response to U.S. legislation to reduce copper in brake pads, HELLA's development teams created a new copper-free friction material. This innovative solution maintains the performance, durability, and braking consistency of traditional pads while complying with environmental regulations.

This achievement reflects HELLA's commitment to sustainable, high-quality solutions for wholesalers, repair shops, and the planet. That's the HELLA difference — where innovation meets real-world demands.

OE Expertise

- Excellent brake technology
- Reliable quality
- Complete product range
- Solutions for a wide variety of vehicle makes

For decades, HELLA has been a trusted original equipment manufacturer for leading automotive brands. Now, we bring that same excellence to the aftermarket with precision-engineered braking systems and comprehensive support tailored for wholesalers and independent repair shops.

Our extensive product range caters to everything from compact cars to commercial vehicles, ensuring OE-quality manufacturing and industry-leading service. Customers choose HELLA for our commitment to exceeding expectations and delivering effective solutions.

STRONG BRAND PROVEN QUALITY OF PRODUCTS AND SERVICES – SOUNDS RATHER GOOD



At HELLA, quality isn't a buzzword — it's a benchmark. Every brake component we offer is the result of rigorous testing, precise engineering, and decades of original equipment expertise. But we don't stop at great products. Our commitment to quality extends to every part of your experience with us — from personalized customer support and technical training to logistics you can rely on. Wholesalers appreciate our efficiency and flexibility. Repair shops value our dependable performance and hands-on support. And together, they all benefit from the peace of mind that comes from working with a partner who delivers consistent, OE-level quality — every time.

HELLA

- More than 100 years as a supplier of automotive original equipment
- Innovation partner with OE expertise in the area of lighting and electronics
- International development network with lead location in Lippstadt
- More than 7,000 employees worldwide in Research and Development
- Global production, manufacturing and logistics network
- Investment of 636 million euros in Research and Development in the 2025 fiscal year



HELLA. THE BRAND RESPECTED AROUND THE GLOBE.

Customer-focused. Future-ready. Honest. Trusted. These aren't just qualities we aspire to — they're the foundation of everything HELLA stands for.

In a fast-paced, highly competitive aftermarket, we're committed to strengthening our partners' position every step of the way. That's why wholesalers and repair shops around the world trust HELLA — because we deliver on our promises, time and again.

For decades, HELLA has been synonymous with forward-thinking technology, product innovation, and exceptional availability. But we go further — by empowering our customers with the tools, services, and support they need to succeed.

Whether it's our OE expertise, our uncompromising quality, or our flexible logistics and dedicated sales support, HELLA gives you more than just products — we give you a competitive edge.

We believe in building lasting partnerships based on reliability, performance, and mutual growth. And with our eyes set firmly on the future, we're confident that together, we'll face new challenges not just prepared — but with optimism and momentum.

HELLA. One strong OE brand you can count on — today, tomorrow, worldwide

FAST AND COMPETENT CUSTOMER SERVICE FROM EXPERTS



AFTERMARKET AND SERVICE EXPERTISE

- Outstanding logistics
- Professional sales support

GUARANTEED SAFETY. CONTINUOUS AVAILABILITY.

Thanks to our global network with many warehouses throughout the world and our excellent logistics, we can, for example, reduce delivery times to a minimum. That way we have ideal basic conditions for continuously high availability of our products and provide our customers with top-quality services involving safety and reliability.

Central warehouse / hubs in
Erwitte and Shanghai •
Headquarters in Lippstadt •
Global Sales Companies locations •





As a partner to the wholesalers and as the repair shop's friend, HELLA cooperates closely with them and is making an essential contribution to optimising the safety on our roads by providing its complete product range in the area of brake systems.

And that is also how it will be in the future. We promise!



Service & support

- Customer Service Centre
 - Information on portfolio and product range
 - Advice regarding orders and deliveries
 - Logistics enquiries
- Customer-oriented warranty processing
- Professional training
- Business information about the HELLA Partner World

Logistics

- In stock for you:
top-quality products with high availability
- Getting to you or your customers easily and quickly
 - More than 3,500 items
 - Over 95% availability
 - Logistics hubs in Germany and Asia, local warehouses around the world
- Electronic information and ordering systems
- Flexible product and logistics solutions for our customers

Technical service

- Technical information is available online anytime and anywhere
 - Efficient support for your day-to-day business
- Detailed information on new products
 - The HELLA Tech World repair shop portal comprises a broad-ranging knowledge base with the latest technical data, practical training and a hotline for expert support (www.hella.com/techworld).
 - The "HELLA Part Finder" at our online portal quickly takes you right to the product you are looking for
- Notes about maintenance and installation
- Sales support materials

Sales support

Good advertising for good work

- Brochures
- Social media
- Videos
- Technical marketing
- Campaign support
- Many additional advertising materials for repair shops and the wholesalers



COMMITTED TO ROAD SAFETY



Demanding more road safety is important — but turning that demand into practical, everyday action is what truly makes a difference. At HELLA, we do just that. Our innovative brake products undergo the most rigorous testing, inspection, and validation before they ever reach the market, ensuring every component meets the highest safety and performance standards.

This dedication is paying off — with steadily growing success worldwide. As a globally respected original equipment manufacturer, HELLA supplies brake pads compatible with nearly 100% of vehicles in Europe. This is not just a statistic — it's a testament to the quality and breadth of our product range, which covers all essential brake system components:

- Brake rotor discs**
- Brake pads**
- Calipers**
- Wear sensors**
- Fluids and accessories**

These pillars form the solid foundation of our technical excellence and market leadership.

But beyond the numbers, HELLA's greatest strength lies in the human factor. At the heart of our success is a fair-minded, responsible approach to building and nurturing partnerships — with wholesalers, repair shops, and the entire aftermarket community. We rely on their expertise, dedication, and professionalism — and in return, we deliver what they expect from HELLA: durable, OE-quality products combined with comprehensive service and support. This commitment gives them the tools and confidence to thrive today — and to meet tomorrow's challenges head-on.

PORTFOLIO

VERY
WIDE RANGE –
WITH OVER
3,500 BRAKE
ITEMS!

We are certain to have a product that fits.
With over 3,500 items, we are your reliable
partner for:

Brake Pads, Calipers and Brake Rotors

- Very high market coverage in OEM quality
- Fast inclusion of new products
- High-quality data used throughout our catalogs and technical documentation

Brake hydraulics

- Good market coverage in OEM quality
- High-quality data used throughout our catalogs and technical documentation

Fluids and accessories

- The range of fluids includes brake fluid, brake cleaner and mounting paste offered in various quantities



BRAKE PADS

LOW-MET

- US Domestic, European & Asian Applications
- Low metallic, <25% steel content
- High performance material
- 110 Friction compounds
- Excellent fade stability
- Very good pedal feeling
- Very good mechanical material strength
- Excellent corrosion clean ability
- Very good heat dissipation
- Asbestos & copper free
- ECE-R90 compliant
- Premium accessories
- Designed & engineered in Europe

CERAMIC

- US Domestic & Asian applications
- NAO high comfort material
- 0% Steel content
- Excellent pad/disc life
- Low dust
- Low noise level
- Premium accessories
- Asbestos and copper free

SEMI-METALLIC

- North American 4x4s, LCVs and Sport Cars
- Long life material
- >50% Steel content
- Greater stopping power
- Low dust
- Good mechanical strength
- Low vibration
- High durability
- Premium accessories
- Asbestos and copper free

BRAKE ROTORS AND CALIPERS

BRAKE ROTOR DISC INTEGRAL (1-PIECE)

- Full range is High Carbon (GG15 & GG20)
- 100% premium zinc coating corrosion prevention
- Increased carbon content
- Increased heat conductivity
- Better mechanical properties
- Less fading
- Reduced braking noise
- Reduced machining tolerances
- Higher driving comfort
- No degreasing before fitting
- Fixing screws included if required

BRAKE ROTOR DISC COMPOSITE (2-PIECE)

- Same benefits as Integral Rotors, plus...
- Reduction of unsprung masses*
- Better handling/driving comfort.
- Weight reduction of up to 20%
- Increased fuel efficiency
- Increased thermal conductivity of rivet design and high carbon material
- Less fading, vibration, and run out

BRAKE CALIPERS

- US Domestic/Asian & European Light Vehicles application range
- Continuous expansion range
- Premium surface treatment for cast iron calipers.
- Premium Accessories
- Salt spray tests of every batch
- Over 95% equipped with accessories that suit the specific brake system
- Calipers with Brackets

BRAKE WEAR SENSORS FLUIDS AND ACCESSORIES

WEAR SENSORS

- Injection Molded for durability and quality
- Excellent thermal insulation
- Highly resistant to heat
- 100% made in Europe
- OE manufacturer
- 240+ wear sensors
- 90% European coverage

BRAKE FLUID

- Brake fluid ensures reliable and consistent transmission of braking force and performance.
- Effectiveness must be maintained under all conditions to ensure proper braking function.
- All brake fluids meet DOT (U.S. Department of Transportation) specific performance criteria: dry boiling point, wet boiling point and viscosity
- Exceed DOT standards, offering maximum safety and performance, even in extreme conditions.
- Available types: DOT 3, DOT 4, DOT 4 LV (Low Viscosity), DOT 5.1 and DOT 5.1 EHV (for Electric and Hybrid Vehicles)

WE ALSO OFFER

- Brake Hoses
- Brake and Clutch Cables
- Wheel Brake Cylinders
- Brake Master Cylinders
- Premium Brake Fluid
- Brake Cleaner
- Mounting Paste



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