



PRODUCT RANGE

HELLA OE PRODUCT

OUTSTANDING OE QUALITY, FITMENT AND PERFORMANCE ALL IN ONE

ELECTRONICS (EXTRACT)

Engine Management Components



ELIGRO Tool

 Radar CAPA Tier 1 Verification	 Rain-Light Sensor	 Turbo Charger Actuator	 Steering Angle Sensor	 Oil Level Sensor	 Air Quality Sensor
 Intelligent Battery Sensor (IBS)	 Fuel Pump Control Unit	 Central Locking Hand Sender Unit	 Electronic Throttle Valve Unit	 Body Control Modules	 Accelerator Pedal Sensors
 Air Mass Flow Sensor	 High-pressure Fuel Pump	 Park Distance Control	 EGR Valve	 MAP Sensor	 Coolant Circulation Pump
 Exhaust Gas Temperature Sensor	 Engine Coolant Sensor	 Reverse Light Switch	 Oxygen Sensor	 Speed Sensor	 Knock Sensor
 Oil Pressure Switch	 Temperature Switch	 Throttle Position Sensor	 Exhaust Gas Pressure Sensor	 Control Valve, Camshaft Phasing	 ABS Wheel Speed Sensor
 Ignition Module	 Ignition Coil Glow Plug	 Spark Plug	 Coolant Thermostat	 Idle Speed Control	 NOx Sensor

BRAKES

 Brake Rotors Disc Brake Drums	 Brake Pads Low-Met, Ceramic, Semi-Metallic	 Calipers	 Wear Sensor and Accessories	 Wheel Brake Cylinders Brake Hoses	 Brake Fluid Other Fluids and Acc.
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WIPER BLADES

With Universal Connectors

SMARTTECH & ULTRATECH WIPER BLADES (Early 2026)

 Metal Wiper	 Cleantech 2.0	 Rear OE Wiperblades Rear Plastic Flat	 Hybrid	 Winter	 Heavy Duty	 Easy Set
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ELECTRICS

 Relays Mini Relays	 Fuel Filler Door Actuator	 Battery Management System	 Vacuum Pump	 Memory Seat Module	 Stoplight / Clutch Pedal Switch	 Central Locking	 Trailer Tow Module	 Washer Pump
 Trailer Connectors	 AdBlue Pumps	 Flashers Flasher Unit	 Starter	 Fuel Pump	 Alternator	 Fuses Fuse Holders	 Main Battery Switches	 Hydraulic Steering Pump

NightDrive



VEHICLE SPECIFIC LIGHTING

 Headlight Assemblies CAPA Tier 1 Verification	 Tail Lights	 Fog Lights	 LED Electronic Control Unit	 Headlight Level Actuator
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BULBS

 Halogen Miniature Bulbs	 Xenon bulbs	 LED Bulbs
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Click / Scan for all
Catalogs & Brochures



HELLA MY
PART FINDER

ELIVER Tool



UNIVERSAL LIGHTING

 Auxiliary Lighting (LED + Halogen)	 LED Light Bars	 LED Work Lights	 Front Lighting Modules
 LED Warning Light Bars	 LED Beacons	 Warning Lightheads	 Hand Lamps

Horns Tool



HORNS

 Horn Trumpets	 Disc Horns	 Backup Alarms	 Air Compressed Trumpets
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(Early 2026)

FILTERS

 Fuel Filters	 Air Filter	 Oil Filter	 Cabin Air Filters
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SUSPENSION

 Leveling Strut	 Premium Lift Kits
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THERMAL MANAGEMENT

 Radiators	 Radiator Fans	 Interior Blowers	 AC Compressors	 Intercoolers	 AC Condenser
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HELLA AT A GLANCE

HELLA is a listed, internationally positioned automotive supplier operating under the umbrella FORVIA. Within this de facto group, HELLA stands for high-performance lighting technolgy and automotive electronics. At the same time, the Company covers a broad service and product portfolio for the spare parts and repair shop business, as well as for manufacturers of special-purpose vehicles, through its Lifecycle Solutions business group. HELLA has around 36,500 employees at more than 125 locations worldwide, generating consolidated sales of €8.1 billion in the fiscal year 2024.

As part of this global organization, HELLA Automotive Sales, Inc. serves as the USA and Canada’s aftermarket sales and distribution arm. Leveraging HELLA’s global expertise, we are a world-class supplier to the automotive aftermarket, marine, and Special OE accounts, and advanced diagnostics tools through HELLA Gutmann Solutions. Backed by original equipment knowledge and deep aftermarket insight, our North American sales team delivers exceptional service and support to our valued customers.

HELLA OE/OES pedigree

For 126+ years, HELLA has been a Tier1 to the OEMs partnering in designing & developing for various product lines because we have the engineering excellence pioneering innovative technologies for all applications.

This translates to the Original Equipment Service (OES) products because we sell the same parts, off the same production lines (or duplicated/similar lines) to the independent aftermarket. We also make same/similar product off the same/similar tools for applications we were not sourced as Tier1. In these instances, we apply an optimized Design Verification Plans (DVP) to ensure all products offered are the same or better than OEM/OES. This guarantees our aftermarket components offer a perfect fit, functional reliability, and advanced technology.

This is “Why You HELLA”: we continue to design, develop, and produce products that go beyond what OEM specifications alone require. HELLA is the better and the best—choice for independent aftermarket needs, making us a premier partner you can trust.

IMPORTANT DOCUMENTS

[2026 HELLA Sales Commercial Policy](#)

[2026 HELLA Sales Commercial Policy - Accessories/HD](#)

[2026 HELLA Conditions of Sale](#)

[2026 HELLA Stock Return Policy](#)

[2026 HELLA Warranty Policy](#)

OFFICE LOCATION

HELLA Automotive Sales, Inc.
611 Highway 74 S, Suite 102
Peachtree City, GA 30269

WAREHOUSE LOCATION

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DIGITAL SERVICES



HELLA PARTNER WORLD
HELLA Partner World is designed to be an online ‘one-stop shop’ for HELLA’s partners, providing a comprehensive range of information and resources



PART FINDER
All vehicle specific parts at a glance



www.hellausa.com
Company information, online catalogs (PDFs)



HELLA TECH WORLD
An online platform with responsive design that offers repair shops vehicle-specific technical information and videos to support efficient diagnostics and repairs.



myhellalights.com
Auxiliary Lights, signal lighting, bulbs, horns, wiper blades, light bars and accessories



KnowHowTool
an online platform for automotive repair info, diagnostics, and technical guidance.

SOCIAL MEDIA



www.facebook.com/hella.usa



www.instagram.com/hella.usa



www.instagram.com/hellaoutperform.usa



www.youtube.com/myhellalights

www.youtube.com/@FORVIAHELLAGroup

www.linkedin.com/company/hella

ONLINE TOOLS AND APPS FOR SMARTPHONES AND TABLETS



HELLA
Catalog



Horns



Auxiliary
Lighting
ELIVER



Electronics
ELIGRO



NightDrive
Light
Simulator

APPLICATION DATA

MAPPING OF INFORMATION	OPTICAT	EPICOR	WHI	DCI	SDC
HELLA Product Line	Code	Code	Code	Code	Code - Under HELLA, Inc.
Automotive Bulbs	HELLA ALL	HES	HLA	Only bulbs and wiper blades	HELLA
Vehicle Specific Lighting	HELLA ALL	HES	HLA		HELLA
Fuel Pumps	HELLA ALL	HEV	HLA		HELLA
Windshield Wipers	HELLA ALL	HEM	HLA	Only bulbs and wiper blades	HELLA
Electrics and Electronics	HELLA ALL	HEP	HLA		HELLA
Optilux	HELLA OPTILUX	OPL	HLA	Optilux Lighting	Optilux
Brakes	HELLA BRAKES	HEA	HPD		HELLA Brakes
Brakes - Ceramic & Semi-Met	HELLA BRAKES - Ceramic & Semi-Met	HED	HPN		HELLA Brakes
Pierburg by HELLA	HELLA PIERBURG	PGP	PIG		Pierburg

HELLA US/CANADA TEAM

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