



**HELLA IN THE  
INDEPENDENT  
AFTERMARKET**



# EVERYTHING WE DO REVOLVES AROUND OUR CUSTOMERS

The demands placed on technology are growing constantly with technical complexity similarly increasing – and thus also that of vehicles and of the parts market. Such developments throughout the decades have also brought a change to the role played by HELLA.

Today we see ourselves as the partner of the wholesale trade, instrumental in making your business easier and more efficient. Similarly, we are the workshop's friend and, with our support, you can carry out your daily work more quickly and in a more profitable way – so that cars get back on the road as quickly as possible.



Your daily business is already complicated enough. That's why we see it as our job to make this as simple as possible for you. Our style of business begins with outstanding availability of goods using sophisticated logistics, it encompasses first-class data management and more and it certainly doesn't stop with our targeted sales support.



## GOOD LOGISTICS IS JUST THE BEGINNING WITH US

HELLA offers you a broad spectrum of high quality products with high availability: Such products range from spare parts, wear parts and chassis parts through consumables and accessories right up to professional Repair Shop equipment. Whether it's a question of information management or flexible logistics solutions, we make sure that our products are always there when and where you need them.



## OUR INCREDIBLY WIDE SELECTION

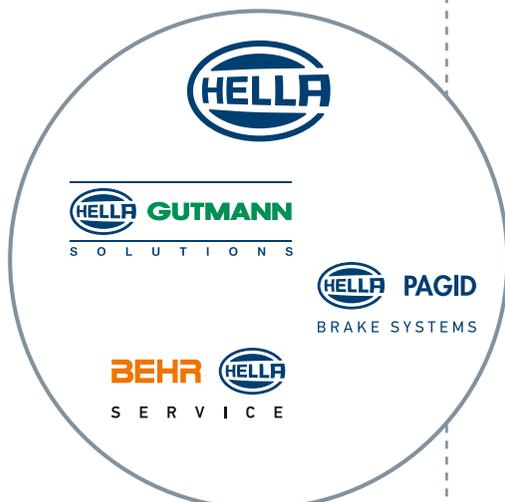
HELLA is much more than just lighting – with us you get 45,000 products that cover every last wish of every single customer. Whenever specialist repair and maintenance work is required, we make available professional diagnostic solutions, air-conditioning servicing and also workshop solutions. In addition, HELLA offers first-class technical service and also excellent logistics with high flexibility and parts availability. With us you get everything "under one roof".

## SO MANY STRONG BRANDS GUARANTEEING YOUR SUCCESS

So that you have a strong partner right across the board, HELLA has forged effective and dynamic partnerships, from which you can only profit:

- BEHR HELLA Service: The thermal management expert
- HELLA PAGID Brake Systems: The crème de la crème when it comes to brakes
- HELLA GUTMANN Solutions: The workshop equipment pro for multi-brand diagnostics, air-conditioning service and also for testing and adjusting tools

Together with the HELLA brand – trailblazer in lighting, electric and electronic parts – you can enjoy support from four strong brands that you and your customers can totally rely on.





## DATA MANAGEMENT MADE EASY

The requirements in data management are growing continuously. And we want to do more than just fulfill such needs: Whether it is by using comprehensive information for integration into the systems, or by providing a first-class supply of application data and cross-references. Or by giving value-added information such as marketing texts and 360° images, which undeniably make your work life even easier. This is how we can make possible an easy and error-free part identification for you.



## JUST ONE CLICK AWAY: OUR PARTNER-PORTAL

You're looking for comprehensive business information? Look no further. Just click onto our online portal HELLA PARTNER WORLD. With just a few clicks, you will find everything you need – presented in a simple and logical manner.



## WE ARE ALWAYS THERE FOR YOU

Our Direct Customer Service provides you with all the current details on our program and product range and is on hand to advise on orders and deliveries. Whenever there are any queries regarding logistics, this is where they will be dealt with, speedily and competently.



## WE TAKE MARKET PROXIMITY LITERALLY

With more than 100 years experience and over 125 locations in more than 35 countries, HELLA is, in every sense of the word, very close to its customers. The company boasts one of the largest trade organisations for automotive parts, diagnostics and services – and it's near you, too. Thanks to this market proximity, we can quickly recognise your needs and those of your customers and then promptly address them.

We look forward to continuing this for you in the future!



# HELLA AS THE WORKSHOP'S FRIEND



Getting cars back on the road quickly – that's the goal of every workshop. We focused our processes and services directly on this and have optimised it through many years of experience in workshop operations: We support the workshop through the entire repair process, making it faster and more profitable.

HELLA is the workshop's friend, making their day-to-day business faster, more profitable and future-proof.



## THE WORKSHOP'S FRIEND



### FOR VEHICLE PICKUP AT RECEPTION

Our professional diagnostic units allow you to carry out easy vehicle and error identification as soon as cars arrive at reception. You and your workshop can then immediately rely on HELLA's all-round OE and diagnostic expertise. Not only does specially-developed diagnostic software assist when localising error causes but it also identifies all the components and connections that are affected.



### FOR ERROR DIAGNOSTICS

We speak the language of the workshops. Our international hotline, specially set up for you and manned by qualified master car mechanics, is a fast and competent source of help for all your queries about error diagnosis. We answer more than 500,000 international calls every year. And our Technical Center offers you support with the evaluation of all data. Our comprehensive diagnosis and repair database is a veritable treasure trove of repair aid, solution possibilities and technical data for over 35,000 vehicles. In addition, extensive technical services are available online, e.g. the workshop portal HELLA TECH WORLD.



### FOR PART IDENTIFICATION

For you as a workshop, HELLA will always point the way toward the right spare part. Thanks to HELLA's expertise when it comes to data management, spare parts can be swiftly identified – whichever product division they come from: electrics/electronics, thermal management, brakes or lighting. That's how we pilot you and all your repair work faster toward success!



The Workshop's Friend: Find out more in this entertaining video.



## FOR PARTS AVAILABILITY

When it comes to parts availability, HELLA is at the cutting edge – and we make sure that you as a workshop benefit directly from our skills. The wide HELLA product range is permanently available at the dealer's and required articles are sent out to you within the shortest space of time.



## FOR REPAIRS

During the actual repair process, it is not only our parts management which greatly helps you but also our services, all of which are free of charge. One such service is the HELLA TECH WORLD where you will find over 1,500 vehicle-specific repair references, countless videos, tips, tricks and all kinds of technical information such as details on air-conditioning maintenance.



## FOR SALES SUPPORT

Convincing goods and convincing services also have to be sold in a convincing way. That is why we support your workshop with a whole wealth of marketing expertise: extensive sales documentation, professional point-of-sales accessories and promotion backup.



## FOR TRAINING

In your capacity as a workshop, it is imperative that you constantly keep pace with current developments and innovations taking place on the vehicle market. This is what guarantees your success. Therefore HELLA offers workshops professional in-house training and online seminars, designed to keep you totally up to date – and well-armed to face the future.



Thanks to our many years of experience with workshops, we have been able to constantly optimise our processes and services in this field and focus on the special requirements of such workshops. We are there to support the entire repair process, which means we make the workshop's business run faster and more profitably.

**HELLA – The Workshop's Friend.**





## OE EXPERTISE FOR ONE AND ALL

Our customers have all got one thing in common: Just like so many reputable car manufacturers throughout the world, you, too, can rely on our technological expertise and OEM quality.

And that is not all: In our OE business, product innovations are the daily norm where we combine for you such expertise with our aftermarket know-how. So we can continually offer you new solutions customised to your exact needs and thus make the demands of the future today's reality.

In other words: With HELLA, you always have competent and reliable experts on your side, ready to be consulted and to support you in word and deed and, of course, with parts.

**HELLA KGaA Hueck & Co.**

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**BUSINESS.**



**SIMPLIFIED.**