



HELLA PARTNER WORLD
BUSINESS SIMPLIFIED



PEOPLE DRIVEN

INTRODUCING HELLA PARTNER WORLD

In our connected world technology offers
boundless opportunities

At HELLA we have long been committed to utilising digital connectivity to drive improvements across multiple industries and we continue to invest in expanding our growing range of market-leading digital tools.

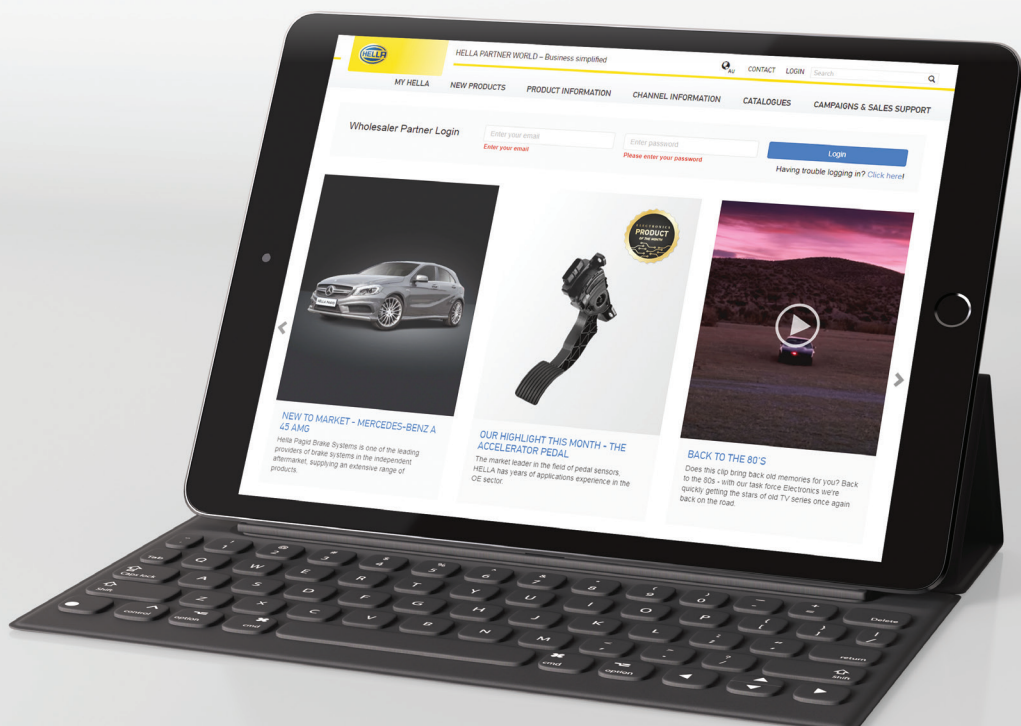
Now, with HELLA Partner World, we have developed a digital platform that empowers our partners, enhances productivity and adds greater convenience.

A world of benefits

HELLA Partner World is designed to be an online 'one-stop shop' for HELLA's partners, providing a comprehensive range of information and resources, all available in one place, to avoid the need for multiple website addresses and login credentials.

HELLA Partner World at a glance:

- » A single source of detailed product information and catalogue data
- » Customised information tailored to your needs and local market requirements
- » Stock availability, account history and order status
- » Free 24/7 access
- » Fully optimised for smartphones and tablets, for flexible on-the-go access



THE POWERFUL TOOL FOR HELLA PARTNERS

Unlock a wide range of features

With HELLA Partner World, product information, including online catalogues, product brochures and much more, is readily available via open, unrestricted access.

HELLA Partner World registration unlocks an even wider range of benefits, including a wealth of customised, account-specific information, such as tailored product and pricing data, current product availability and account history.

Start enjoying the benefits today

Simply visit hella.com/partnerworld/au/ to access the wealth of unrestricted content available at HELLA Partner World.

To create your customised HELLA Partner World account, simply ask your HELLA Australia sales representative or email partnerworld@hella.com

Our team of HELLA Partner World experts will be on hand to assist with any questions you may have. For assistance email partnerworld@hella.com

Taking data security seriously



Safeguarding your personal and business information is of paramount importance. That's why we have partnered with Salesforce, the global experts in CRM software.

All data used by HELLA Partner World is encrypted and securely held on Salesforce's servers.

You can find out more about how Salesforce manages data security at salesforce.com/company/privacy or read HELLA's privacy policy at hella.com/partnerworld/au/data-protection-1374/



ONE PLATFORM, A WORLD OF FEATURES

Open features

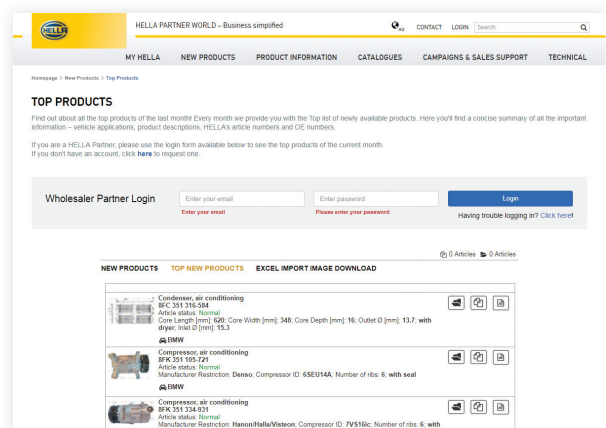
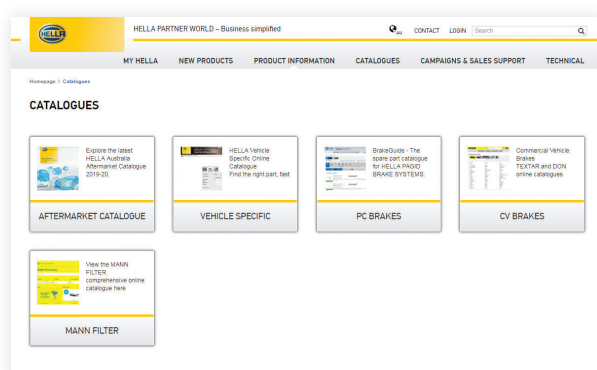
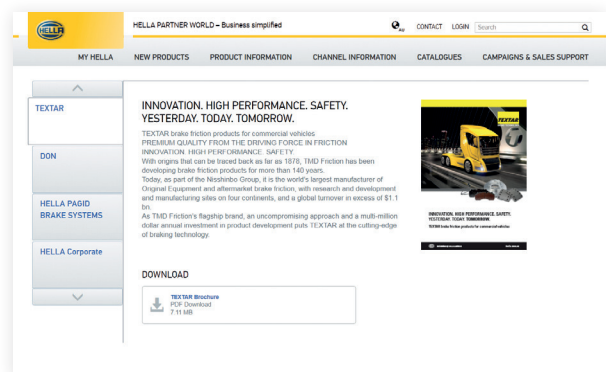
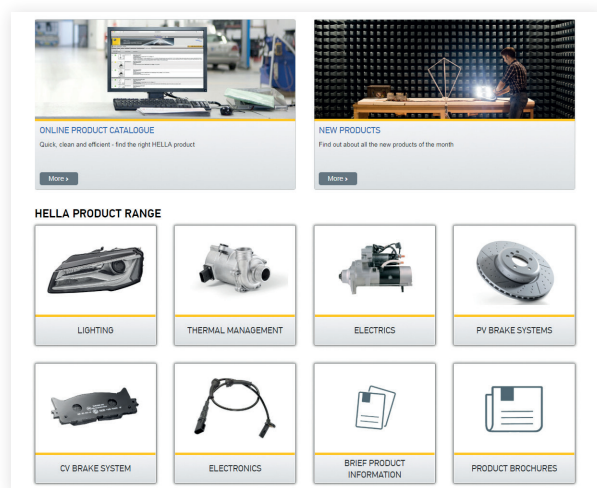
HELLA Partner World offers 24/7 unrestricted access to a wide range of features, including:

Product information

- » **Detailed product information**
with online product brochures and catalogues
- » **New product updates**
- » **Top products of the month**
- » **Product image downloads**

Useful resources

- » **Marketing information**
with details of events, marketing communications and campaigns
- » **Access to HELLA Tech World**
a powerful online knowledge base with technical information and installation/repair guides
- » **Training material and tutorials**
- » **Diagnostic tips**

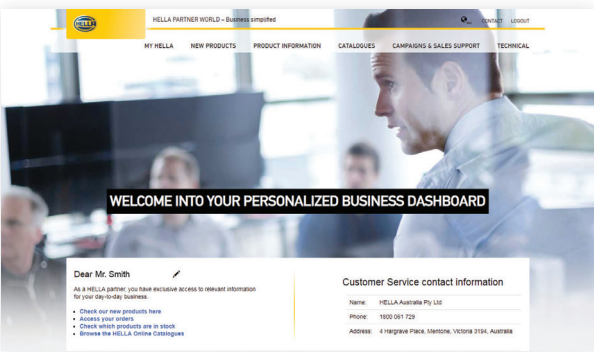


Customised features

HELLA Partner World registration unlocks a range of additional features customised around your business requirements, such as:

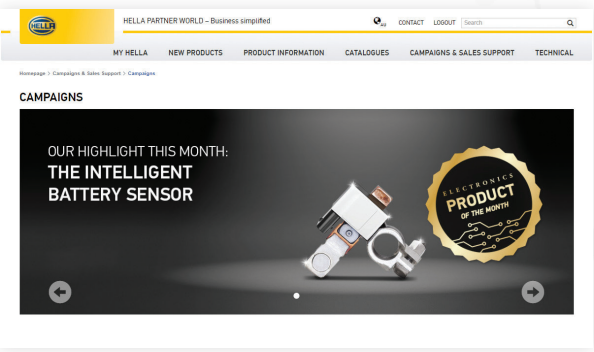
MyHELLA dashboard

- » **MyHELLA customised dashboard**
your gateway to a wealth of business-specific information



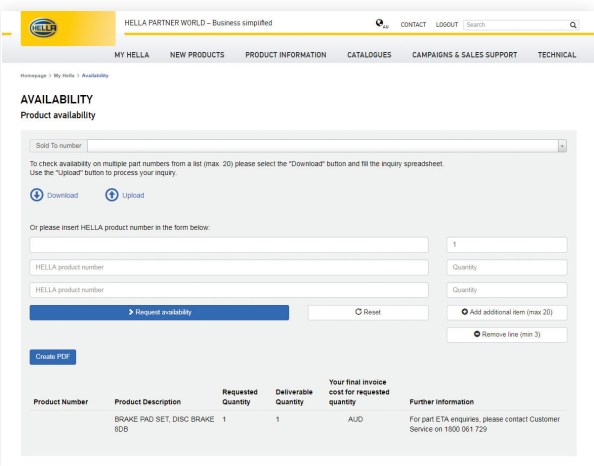
Product and pricing information

- » **New product information**
with regular bulletins by email
- » **Account specific pricing information**



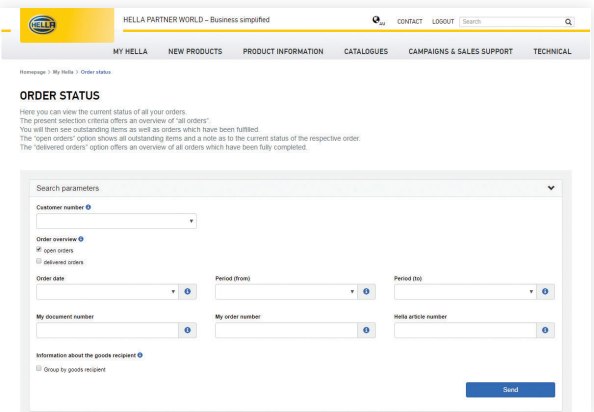
Product availability

- » **HELLA Australia stock in warehouse**



Account activity

- » **Order status**
with visibility of shipped orders and orders in progress
- » **Detailed order history**



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HELLA has been established in Australia since 1961.

Today we employ more than 80 people at our headquarters and 7,000sqm distribution centre in Mentone and across Australia, offering professional sales and technical support, nationwide.

Whilst we are part of the global HELLA family, we have complete autonomy and an organisational structure designed to ensure that we deliver world class products in a way that best meets the needs of wholesalers and workshops across Australia, backed by professional technical support, marketing support and training.