



## **HELLA Extends its Strategic Partnership with Plug and Play to China**

**World leading automotive electronic and lighting expert HELLA extends its strategic partnership with Plug and Play (PNP), the famous startup accelerator in the Silicon Valley, to China**

**Shanghai, China September 25, 2017:** World leading automotive electronic and lighting expert HELLA extends its strategic partnership with Plug and Play (PNP), the famous startup accelerator in the Silicon Valley, to China. Both sides will cooperate in connectivity, mobility and other fields to explore new technologies. The cooperation will deepen HELLA's insight into local fast-growing new market demands and strengthen its innovative R&D.

HELLA China cooperates with PNP for the purpose of promoting HELLA's business with Chinese local start-up enterprises, tapping cooperation potential, accomplishing the cooperation in technical innovation and M&A, boosting HELLA's internal transformation and upgrading, creating the atmosphere of entrepreneurial culture, and opening a new era for innovation.

"China is in a leading position of future automotive industries, especially concerning major automotive trends like Digitalization & Connectivity, Autonomous Driving, Electrification & Energy Efficiency, Individualization. HELLA wants to understand local market requirements and technology trends well via cooperating with PNP." said Frank Petznick, Member of Executive Board of the HELLA Electronics Division and Executive VP of HELLA China Electronics.

"Innovation means taking one step ahead of our current time. It is a wonderful thing and I am glad HELLA is on board with us to seek more challenging fields in the future" said Saeed Amidi, Global Founder and CEO, Plug and Play

"As a renowned innovation accelerator, PNP is committed to building an open innovation platform. Forging a strategic partnership with HELLA means that we have brought a new partner into our innovation ecosystem. Certainly, I hope that we will join hands with HELLA to constantly expand our innovation team and strengthen corporate innovation," said Peter Xu, PNP China Manager Partner.

The cooperation agreement signed in Shanghai further deepened PNP-HELLA cooperation. The two sides will jointly enhance innovation capability and create more business value.

**For more information, please visit: [www.hella.cn](http://www.hella.cn)**

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**HELLA KGaA Hueck & Co., Lippstadt:** HELLA is a family-owned, listed company operating on the international stage and currently employing approximately 38,000 members of staff at more than 125 locations in about 35 countries around the world. The HELLA Group develops and manufactures lighting technology and electronics products for the automotive industry and also has one of the largest retail organisations for automotive parts, accessories, diagnostics, and services within Europe. With nearly 7,000 people working in research and development, HELLA is one of the most important innovation drivers on the market. In addition, the HELLA Group is one of the top 40 automotive suppliers in the world and one of the 100 largest German industrial companies. It achieved sales of approx. € 6.6 billion in the fiscal year 2016/2017.

**HELLA in China:** HELLA started its China experience in 1982 and has production facilities in China since 1992. HELLA China has 14 locations including production and development with 3 joint venture locations within. Furthermore, the company employs more than 5,000 members of staff, thereof around 1000 in Research & Development. HELLA China develops and manufactures lighting technology and electronic components and systems for the automotive industry and also has an aftermarket trading company and service center for automotive parts, accessories, diagnostics, and services. In addition, with sales of approx. 7.7 billion RMB in fiscal year 2016/2017.

**Plug and Play:** A global technology accelerator that specializes in the acceleration of startups. We aim to provide startups with an all-in-one ecosystem of investments, mentorship, logistics, etc. Over the past 11 years, we have built the largest innovation platform together with startups, investors, blue chip corporations, government and top world universities. In 2015, PNP came to China, already established offices in Beijing, Shanghai, Suzhou, Hangzhou, Zhengzhou, Chongqing, Xi'an and Shenzhen. We have invested and accelerated over 200 Chinese startups so far.

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