



HELLA Fast Forward Shanghai launched for the disruptive innovation on automotive technology

November 8th, 2018, Shanghai. HELLA Fast Forward Shanghai, which is HELLA's China innovation center, located in Auto Innovation Park, Jiading District, Shanghai, was officially put into operation today. With the in-depth increasing development of automotive industry in the areas of electrification, connectivity & digitalization and autonomous driving, copious amount of outstanding entrepreneurial teams is springing up under the advancement of China's entrepreneurship and innovation strategy. HELLA decided to take its proven innovation incubating and investing services to China in hopes of incubating start-ups with disruptive technologies, cultivating talent teams with entrepreneurial spirit, and facilitating the internal and external innovation of the company by taking advantage of China's tremendous innovation potential and HELLA's rich experience in the auto industry for more than 100 years. HELLA Fast Forward Shanghai is therefore established in Shanghai. Frank Petznick, Executive Vice President Business Division Electronics China, attends the opening ceremony together with Xu Jian, Executive General Manager of Shanghai International Autocity Development Co., Ltd.

"The establishment of HELLA Fast Forward Shanghai is an important step taken by HELLA to deepen its localization in China. Making efforts to seek for innovative growth, technologies as well as solutions full of local characteristics in China, HELLA will contribute to the technology transformation and upgrading of China auto industry through actively participating in and utilizing China's entrepreneurship and innovation strategy. HELLA is willing to guide and help China's innovation teams to achieve auto-level technology R & D, and realize the products production, enabling them to enter and serve the auto market," said Frank Petznick, Executive Vice President Business Division Electronics China.

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HELLA is a leading global auto supplier with a history of more than 100 years. Since its entering the Chinese market, HELLA has been committing to the investment in localized innovation and R&D. At the opening ceremony of HELLA's innovation center in Shanghai, two successfully incubated spin-offs of HELLA Berlin, Yptokey and Brighter AI, make their presentations to demonstrate HELLA's achievements and determination in innovation incubation. HELLA will maintain a close strategic partnership with young entrepreneurs, keep up with the global automotive industry developing trends, and base itself upon the Chinese market to explore more breakthrough technologies. The newly established innovation center will work jointly with Chinese partners to help internal and external innovative talents make a difference from idea to product by providing open platform, industrial incubation guidance, professional financial service, and guidance on operation planning.

For more information, please visit us at: www.hella.cn

HELLA GmbH & Co. KGaA, Lippstadt: HELLA is a family-owned, listed company operating on the international stage and currently employing approximately 40,000 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 organizations 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. HELLA has achieved preliminary sales of approx. 7.1 billion euros in fiscal year 2017/2018.

HELLA in China: HELLA started its China experience in 1982 and has production facilities in China since 1992. HELLA China has 14 locations of production sites, Research & Development and management facilities, and 4 joint ventures included. Furthermore, the company employs more than 5,000 members of staff, thereof around 1,000 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. 6.9 billion RMB in fiscal year 2017/2018.

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