



HELLA implements 24 GHz radar sensor technology in the Suzuki Swift and Swift Sport

Technology supports safety-relevant driver assistance functions, such as “Blind Spot Monitor” and “Rear Cross Traffic Alert”

Lippstadt/Tokyo, 2 September 2020. Japanese automotive manufacturer Suzuki Motor Corporation, a market leader in the compact car segment, has launched new vehicles onto the market. The driver assistance system with which the Suzuki Swift and Swift Sport are equipped is also based on 24 GHz radar sensor technology from HELLA. After debuting on the Suzuki Vitara in 2018, HELLA's 24 GHz radars are now featured on Suzuki's new flagship models, enabling safety-relevant driver assistance functions such as “Blind Spot Monitor” and “Rear Cross Traffic Alert”. While the Blind Spot Monitor detects the area in the driver's blind spot and warns him of danger when changing lanes, the Rear Cross Traffic Alert warns the driver of approaching vehicles when manoeuvring out of a parking space.

“Our radar technology is an essential part of advanced driver assistance systems. We are therefore grateful for the opportunity to work with Suzuki, to develop specific safety features for the new generation of the Swift and Swift Sport,” says Lonny Chick, who is a Managing Director of HELLA Japan. “This is an important step to grow our relationship with Suzuki and to further expand our presence in the Japanese automotive market. Based on this, we look forward to continuing our efforts collaborating with our customer and to providing value-added solutions for both Suzuki and its end consumer.”

HELLA has been active in the radar business for around 20 years and was one of the first companies to start series production of 24 GHz radar sensors for rear applications. Ever since, HELLA has continuously been improving the technology, strengthening the position of global market leader in this field with more than 30 million sensors manufactured by today. In spring this year, HELLA also commenced series production of the latest radar generation on a 77 GHz basis.

PRESS RELEASE



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