



Auto Shanghai 2021: HELLA presents market-ready innovations and pioneering concepts for future mobility

HELLA showcases the company's comprehensive selection of lighting and electronic innovations for major market trends

Shanghai, 5 April 2021. Lighting and electronics expert HELLA will be presenting innovative solutions for the mobility of the future at the 19th Shanghai International Automobile Industry Exhibition, one of the world's largest auto fairs, from 19 to 28 April 2021 (National Exhibition and Convention Center, Hall 2.2, Stand 6BC101). On this occasion, HELLA will focus on a comprehensive selection of market-ready innovations and pioneering concepts in lighting and electronics with a view to the megatrends of efficiency & electrification, intelligent & connectivity, individualization as well as its commitment to the Chinese market.

At the 200 square meter HELLA stand, under the topic of efficiency and electrification, various electronic and lighting solutions as well as key components that support all stages of electromobility will be presented, with the core products being battery electronics as well as system solutions for energy management and thermal management, such as the high-voltage battery management and the PowerPack 48Volt. In the field of intelligent & connectivity, headlamp technologies that support various car levels and a demonstration vehicle equipped with HELLA Smart Car Access solutions illustrate how HELLA enhances comfort and road safety for customer specific needs. As to individualization, HELLA presents various pioneering lighting concepts in China for the first time from headlamp, rear lamp to interior lighting and car body lighting solutions that offer new possibilities for value appearance and comfort of the vehicle. This includes the high-resolution lighting technology SSL|HD, the rear lamp concept FlatLight as well as new solutions for the grille lighting, bringing styling, function and performance to a new level.

PRESS RELEASE



In addition to the physical stand and professional presentations on site, HELLA offers a digital platform with an online stand, live streams and other online activities which can be accessed from HELLA WeChat Account during the event.

Please note:

This text and corresponding photo material can also be found in our press database at:

www.hella.com/press

HELLA GmbH & Co. KGaA, Lippstadt: HELLA is a global, family-owned company, listed on the stock exchange, with over 125 locations in some 35 countries. With sales of € 5.8 billion in the fiscal year 2019/2020 and 36,000 employees, HELLA is one of the leading automotive suppliers. HELLA specialises in innovative lighting systems and vehicle electronics and has been an important partner to the automotive industry and aftermarket for more than a century. Furthermore, in its Special Applications segment, HELLA develops, manufactures and sells lighting and electronic products for specialist vehicles.

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