



ALE 2021: HELLA presents customized lighting innovations for the Chinese market

- **HELLA offers comprehensive support for lighting solutions of various car segments in the Chinese market**
- **Customized lighting innovations offer new possibilities for high-quality appearance and comfort of the vehicle**

Shanghai, 3 June 2021. With a special focus on the Chinese market, the internationally positioned automotive supplier HELLA presents customized lighting innovations at the 16th Auto Lamp Industry Development Technical Forum and the 7th Shanghai International Auto Lamp Exhibition (ALE) at the Shanghai Automobile Exhibition Center in Anting, Shanghai from 3-4 June 2021. During the Forum, HELLA's technical experts also shares information about HELLA's chip-based headlamp matrix systems "Digital Light SSL|HD" with enhanced lighting functionality and safety, as well as HELLA's new studies about the influence of small light emitting areas on headlamp glare.

HELLA offers comprehensive support for lighting solutions of various car segments in the Chinese market

China is and continues to be one of the core markets for HELLA's future business activities. "Looking at our lighting business activities, we see an increasing demand for innovative, high technology solutions for automotive lighting in China", says Didier Keskas, responsible for HELLA's lighting business in Asia/Pacific. "To capture the growth opportunity here, we pursue a dedicated local for local strategy and have recently increased the degree of our localisation, for example up to 90 percent in the lighting business. This enables us to offer latest lighting technologies at optimised prices, both for the premium and volume segments." On the occasion of the exhibition, HELLA presents various customized lighting innovations, especially designed for the Chinese market from headlamp and rear lamp to interior lighting and car body lighting solutions.



Customized lighting innovations that offers new possibilities for high-quality appearance and comfort of the vehicle

Based on the unique competence in the comprehensive complete system, HELLA is able to provide lighting system solutions that combine various lighting technologies to meet the specific customer demands. For example, HELLA presents various head lamp system solutions that are especially designed for the Chinese local customers. Among the exhibitions highlights, there are the latest chip-based headlamp matrix systems SSL100 and SSLJHD. SSL 100 lighting system is a state-of-the-art LED Matrix system which is already available on the Chinese market. With a compact size, it provides high performance as well as enhanced safety and comfort. Also, with an intelligent software control, the SSL 100 light module replaces up to 12 different headlamp variants.

For a long time now, rear lamps have not only been a safety function, but also a design element for the differentiation of the vehicle. In particular, the homogeneity of the rear lamp has become a symbol of quality. In this context, a C-shaped rear combination lamp developed by HELLA is presented to show the company's capability to optimally fulfil individual customer requirements. It is a homogeneous light across the entire width of the vehicle with a narrow light band of almost 300 LEDs. All lighting functions and animations, such coming home and leaving home scenarios, are entirely controlled by software. This also allows the vehicle manufacturer to implement individual lighting animations using software updates if desired, without having to modify the hardware architecture.

HELLA also shows various market ready lighting innovations for interior lighting and car body lighting at the exhibition, which not least contribute to individualisation as well as to the distinctiveness of vehicles. HELLA's innovative light carpet on display is based on Micro Lens Array (MLA) technology and creates a bright and customized light pattern as well as a uniform projection in the same direction over a distance of more than four metres. The technology has entered series production in China in 2020. In addition, HELLA's various interior lighting concepts can be further experienced with the help of Virtual Reality at the HELLA booth during the exhibition.



PRESS RELEASE

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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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