

Shanghai (China)
20 October 2023

HELLA receives Gasgoo Award for its Large Multi-functional Front Phygital Shields

- HELLA's large multi-functional Front Phygital Shields not only offer new design freedom to showcase the vehicle front as a styling element and strengthen brand differentiation, but also represents a key technology in autonomous driving

HELLA, the automotive supplier operating under the umbrella brand FORVIA, has received the China Automotive New Supply Chain Top 100 Award by Gasgoo for its large multi-functional Front Phygital Shields (FPS). The award is selected by a panel of judges based on five criteria: technological advancement, technical feasibility, economic viability, market recognition, and user experience. A total of 100 outstanding companies and technologies were selected in this year's competition, and HELLA's large multi-functional Front Phygital Shields stood out among them and successfully won this award.

"We are pleased to receive this award and industry recognition. This award not only highlights HELLA's leadership role in the field of automotive lighting, but also further confirms the industrial influence in the transformation of future mobility", says Chai Yuanyuan, Director of HELLA Business Group Lighting Product Center Car Body Lighting in Asia-Pacific region. "Our Front Phygital Shields are perfectly in line with the mainstream market trends such as electrification and autonomous driving. They not only offer new design freedom to showcase the vehicle front as a styling element and strengthen brand differentiation, but also represents a key technology in autonomous driving."

Front Phygital Shields represent a highly integrated vehicle front module with animated RGB lighting, illuminated Radom, sensorics, and electronics. FPS integrate lighting functions specific for electric vehicles by utilizing the space between the front headlamps that traditionally housed a grille on internal combustion engine vehicles. Front Phygital Shields incorporate multiple LED segments for dynamic surface illumination and provides digital uses cases for individual animations. New functionalities and branding

FOR FURTHER INFORMATION PLEASE CONTACT

Daniel MORFELD
Spokesperson / Media Relations
+49 (0) 2941 38 7566
daniel.morfeld@forvia.com

HELLA GmbH & Co. KGaA
Rixbecker Straße 75
59552 Lippstadt / Germany
www.hella.com



elements can also be included to help automakers differentiate and give their brands signature designs. At the same time, the Front Phygital Shields ensure the implementation of automated driving functions, such as automatic distance control (ACC). For this purpose, the Front Phygital Shields act as a radar-transparent cover for the radar sensors integrated in the front of the vehicle to protect them from the effects of weather and dirt. The heating function, which is also integrated, makes the radar sensors an environment perception technology that is independent of the weather. In addition, it contains a new foil-manufacturing process and a dynamic polyurethane surface that is self-healing under sunlight.

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

www.hella.com/press

ABOUT HELLA

HELLA is a listed, internationally positioned automotive supplier operating under the umbrella brand FORVIA. Within this factual group, HELLA stands for high-performance lighting technology and automotive electronics. At the same time, the Company covers a broad service and product portfolio for the spare parts and workshop business as well as for manufacturers of special-purpose vehicles with its Lifecycle Solutions business group. HELLA has around 36,000 employees at more than 125 locations worldwide and generated sales of €4.4 billion in the seven-month short fiscal year 2022. www.hella.com

ABOUT FORVIA

FORVIA comprises the complementary technology and industrial strengths of Faurecia and HELLA. With over 290 industrial sites and 76 R&D centers, 157,000 people, including more than 15,000 R&D engineers across 40+ countries, FORVIA provides a unique and comprehensive approach to the automotive challenges of today and tomorrow. Composed of 6 business groups, and a strong IP portfolio of over 14,000 patents, FORVIA is focused on becoming the preferred innovation and integration partner for OEMs worldwide. FORVIA aims to be a change maker committed to foreseeing and making the mobility transformation happen. www.forvia.com