

SHANGHAI (CHINA)

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HELLA wins Lingxuan Award for its Digital FlatLight in China

HELLA, the automotive supplier operating under the FORVIA umbrella brand, has received the Lingxuan Award in China for its Digital FlatLight technology. The Lingxuan Award is a prestigious award with significant influence and recognition in the Chinese automotive industry initiated by leading local media Auto Business Review in 2016. A panel of experts from the automotive industry and its supply chain evaluated and discussed 195 technical and product cases for the Lingxuan Award 2023. HELLA's cutting-edge lighting technology, Digital FlatLight, surpassed numerous competitors with its groundbreaking innovation and technological leadership.

"We are pleased to receive this prestigious award. It fully demonstrates HELLA's innovative strength and industry influence in the field of lighting. With the continuous development of major market trends towards electrification and autonomous driving, rear lamps have not only become important design elements enhancing vehicle brand identity but are also communication tools between vehicles and other road users" says Ivan Wang, Vice President Sales of HELLA Lighting in China. "With our Digital FlatLight technology, we are able to not only provide high-efficient, unique and sophisticated lighting solutions for vehicles, but also give the rear lamp superior looking and more functionality."

HELLA's Digital FlatLight utilizes 80% less energy consumption compared to a taillight function, enabling customized styling opportunities with a Smart Glass cover with switchable segments that brings digitalization into rear lighting. Only 8 millimeters thick, Digital FlatLight gives automakers increased design flexibility to create unique, signature styling designs for their vehicles and offer opportunities for changing light pattern or dynamic animations including upgradability via soft-ware updates.

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