



## **Conexpo 2017: Genius CAB on tour**

- **Premiere of the specially conceived “Genius CAB” to the US market**
- **HELLA presents innovative lighting and electronic solutions for the construction and mining industry**

**Lippstadt, 25. January 2017.** The lighting and electronics specialist HELLA will present its comprehensive product range at Conexpo, the international trade show for the construction industries, in Las Vegas from March 7-11 (Booth S65317). One of the highlights of the company’s exhibits will be the “Genius CAB”, which was developed by HELLA together with known OEM suppliers and renowned scientists in the industry. HELLA will furthermore present its comprehensive product range specifically for the construction and mining industry. It ranges from worklights and beacons via front, tail and side lights as well as interior lighting to electrics and electrical solutions.

The "Genius CAB" contains innovative components from all involved association partners that set standards on the international markets with respect to safety, ease of use, operating comfort/convenience, maintenance and design and was developed specially for original equipment manufacturers operating in the field of construction machines and agricultural technology, as well as manufacturers of industrial forklift trucks and floor conveyors. In the specially conceived “Genius CAB” all partners contributed their core competencies, showing very clearly how cooperation can design more efficient systems. HELLA contributed the LED work lights, the signature light, the interior lighting, the radio remote control to unlock the door, the accelerator pedal and the rain/light sensor.

The HELLA LED work lights of the Genius CAB are oriented towards the matrix technology used in the automotive sector. The worklights in this case are split into several reflectors. Every segment is dimmed down or up depending on the position of the blade. This means the light beam can be precisely controlled non-mechanically and optimum light distribution achieved in the work area. Furthermore, the integrated HELLA **ZEROGLARE** technology produces a sharp cut-off line which prevents the



driver from being dazzled by reflections at the machine or by other persons. In addition, the worklights are integrated directly into the cab structure. The benefits: the headlamps are more effectively protected, do not obstruct the view of the driver, can be mounted more easily and the heat of the LEDs is removed more effectively.

The signature light lends the Genius CAB an impressive and striking appearance thus emphasizing the brand identity of the vehicle manufacturer. It consists of flexible LED light strips encased in an impact-resistant silicon element and signature modules integrated into the ROPS (roll-over protection) structure.

The system integration also plays an important role in the interior lighting. In addition to the ambient lighting and reading light functions, displays for the access control and visual check back signals from the ultrasonic sensors have been integrated.

The radio remote control was specifically developed for use in harsh conditions. The radio receiver has up to four output signals, enabling the user to activate other functions, such as work lights or other lamps, via radio remote control. Additionally, the illuminated door handle indicates whether the doors are locked or unlocked. The HELLA transponder is a further innovation that operates in tandem with the SAVVY® cloud-based Access and Identity Management to allow user profiles to be configured in different ways, thus achieving a higher degree of fleet management flexibility.

The robust electronic accelerator pedal is convincing due to the wear-free measuring principle of the HELLA CIPOS® sensor (Contactless Inductive Position Sensor) and exceptionally low mechanical wear, especially with frequently recurring small movements.

A special rain/light sensor developed by HELLA for steep windshields is also used. This can recognize a variety of rain situations and controls the windshield wipers in such a way that the driver hardly ever needs to intervene. The light sensor controls when the low beam is switched on or off under different light conditions.

## PRESS RELEASE



You will find more information about the Genius CAB at [www.cabconceptcluster.com](http://www.cabconceptcluster.com).

**Note:**

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[www.hella.com/press](http://www.hella.com/press)

**About HELLA, Inc.**

HELLA, Inc., located in suburban Atlanta, GA, is the North American aftermarket sales and distribution headquarters for HELLA KGaA Hueck & Co. HELLA, Inc. provides world-class aftermarket and special OE support to automotive, marine, and heavy-duty accounts in the U.S., Canada, and the Caribbean. For more information, visit: [www.hellausa.com](http://www.hellausa.com).

**HELLA KGaA Hueck & Co., Lippstadt:** HELLA is a global, family-owned company, listed on the stock exchange, with approx. 35,000 employees at over 125 locations in some 35 countries. The HELLA Group develops and manufactures lighting and electronic components and systems for the automotive industry and also has one of the largest trade organizations for automotive parts, accessories, diagnosis, and services within Europe. Complete vehicle modules, air-conditioning systems, and vehicle electrical systems are also produced in joint venture companies. With more than 6,000 people working in research and development, HELLA is one of the most important innovation drivers on the market. Furthermore, with sales of 6.4 billion euros in the fiscal year of 2015/2016, the HELLA Group is one of the top 40 automotive parts suppliers in the world and one of the 100 largest German industrial companies.

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