TECHNOLOGY WITH VISION

HELLA develops and manufactures lighting technology and electronic components for the automotive industry and also has one of the largest retail organizations for automotive parts, accessories, diagnostics, 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 in the market.
38,000 Employees worldwide

7,000 People working in research and development
125+ Locations worldwide

Top 40 Automotive parts suppliers in the world
Quality is a tradition at HELLA

Quality products from HELLA undergo a range of tests that are defined in HELLA Norm 67001. The tests are carried out by the HELLA test laboratory in Lippstadt, Germany.

HELLA has set itself the ambitious aim of guaranteeing a consistently high level of product quality in every respect. This aim is achieved by defining quality criteria and checking every detail using carefully selected methods throughout the production process. Production quality is backed by accompanying quality monitoring and control.

As the traditional company in Lippstadt is a partner of leading automotive manufacturers, HELLA products are manufactured to meet manufacturer’s tolerance specifications perfectly. As a result – and thanks to mature test procedures in product development – HELLA produces products that can always be relied on.
Simulations and calculations have been used as support in the development of main headlights for many years. However, this information alone does not replace the actual impression of the illumination as seen at the largest light testing center in Europe at the HELLA facility in Lippstadt, Germany.
ORIGINAL PARTS QUALITY

Functional safety, a perfect fit and product durability
HELLA offers three guarantees with its extensive range of replacement lighting products: best functionality, optimum fit, and lasting customer satisfaction. All replacement parts are made to the same specifications and quality standards as the parts HELLA makes for its OE customers around the world. Our innovative power, that is making us more and more attractive even for the volume models in the automotive industry, allows us to continually further develop our product range of headlights, lamps and interior lights.

HELLA is a global leader in automotive lighting technology and is a supplier to many OE brands. HELLA has helped transform lighting systems from halogen to xenon AFS and now toward matrix LED systems making lighting our signature technology.

HELLA Vehicle Specific Lighting

HELLA offers three guarantees with its extensive range of replacement lighting products: best functionality, optimum fit, and lasting customer satisfaction. All replacement parts are made to the same specifications and quality standards as the parts HELLA makes for its OE customers around the world. Our innovative power, that is making us more and more attractive even for the volume models in the automotive industry, allows us to continually further develop our product range of headlights, lamps and interior lights.

HELLA is a global leader in automotive lighting technology and is a supplier to many OE brands. HELLA has helped transform lighting systems from halogen to xenon AFS and now toward matrix LED systems making lighting our signature technology.

HELLA BULBS: In combination with headlamps, rear lamps and other lighting components, bulbs play a key role in providing good illumination of the road and optimal visibility of the vehicle. This means they are a crucial safety factor. Enough reason to choose the best quality when selecting the right bulb. So trust in HELLA – our product spectrum covers a wide range of requirements, for example passenger cars, commercial vehicles and agricultural vehicles. Always enjoy optimum visibility – with HELLA!
Individual Lighting Signature!

The variety and range of shapes and the various combination options paired with a technically optimized product design make the new Shapeline series a true innovation in vehicle lighting.

Whether the front, side or rear of a vehicle, whatever size or series, being it small or large. Shapeline offers a unique and, above all, consistent look using a customized configuration and arrangement of lamps. This allows us to meet the demands of vehicle manufacturers with lower numbers of manufactured vehicles. Along with innovative technology and the familiar high quality of HELLA’s products, the variety of shapes of Shapeline lamps provide you with nearly infinite design freedom.

Tech or Style: The HELLA Shapeline series provides design freedom for nearly any application and vehicle, achieves a consistent light signature for your vehicle at the same time.

Design your light – with HELLA Shapeline!

DESIGN WITH EASE
www.hella.com/shapeline

› Premium Design
› Customizable
› ECE and SAE
› Multivolt
› Robust
› Simple
FREEDOM IS WHAT YOU MAKE OF IT!

HELLA auxiliary headlamps can stand up to every expedition and adventure, regardless of how rugged the terrain is and extreme the weather may be.
When it comes to accessories, HELLA is always the right partner. For many years our lighting expertise has been reflected in the most varied innovations. With our broad range of auxiliary headlights, reversing lights, work lights, daytime driving lights, license plate and interior lights as well as side lights and outline lighting we are one of the market’s leading vendors. As LED technology usage increases HELLA strives to be at the forefront of new ideas and technologies.

More light? With pleasure! Should we turn night into day for you, or do you want to see the road clearly in front of you even when the weather is bad? Our auxiliary lights are absolute highlights with their light performance and are almost legendary - and for headlights that are continuous undergoing improvement for a plus in safety: High-beam lights to ideally illuminate your route, Fog lights for broad illumination at close range.

HELLA VALUEFIT: Proven quality. Great price.

HELLA VALUEFIT is a specific range within auxiliary lighting accessories, designed exclusively to meet the requirements of customers in the free spare parts market. The products in this brand offer reliable quality at a fair market price. Furthermore HELLA has combined decades of technological know-how with unique trade expertise. As a result, all the spare parts meet the relevant technical specifications and are safe and reliable and make lower cost repairs possible. What’s more, there is no need to go without important services. HELLA VALUEFIT products offer genuine added value and proven quality at a great price!
YOUR SAFETY IS OUR PRIORITY

RELAYS, FLASHER UNITS, FUSES AND CONTROL DEVICES

The principle is easy - the challenge enormous, after all, our relays, flasher units and controllers are meant to do their job reliably for a long time. And because perfection and durability is one of our strengths right down to the smallest detail, HELLA offers the most reliable products and one of the widest ranges in this sector: mini-relays, high-performance relays, micro relays, battery disconnect relays and solid state relays for cars, commercial vehicles and vans, flasher units with the classification single circuit, two-circuit and three-circuit flasher units for trucks, vans, commercial vehicles, and agricultural and construction machines, time, light warning and LED indicator control units, as well as light switch modules - HELLA turns a principle into many technical possibilities.
Without effective wipers, a clear view would simply not be possible. During their service life, they wipe several thousands of gallons of water off the windshield and can effectively wipe away fog streaks as well as snow, ice, insects and dirty water from the vehicle in front. The HELLA wiperblades must be regularly replaced in order to ensure clear vision at all times.

When the time comes to replace your wiper blades you should put your trust in HELLA – this will after all significantly increase your safety on the road.

Quality is extremely important at HELLA Electric products such as relays, horns, switches, flashers, electric vacuum pumps, plugs, sockets and much more, due to its top precision and reliability. HELLA products not only comply with the strict legal regulations but also with the much more demanding requirements made by vehicle manufacturers and the aftermarket.

A safety product that gets by without many words: our horns and trumpets. Whether they choose the rich harmonic sound of the two-tone electric disc horn or the penetrating beep of our supertone horns, your customers will surely be able to get themselves noticed.

Trumpet horns with compressors or pressurized air; our warning signals are always state-of-the-art. We have been integrating reliability and precision for you for over 100 years. At HELLA safety simply has tradition.
ELECTRONICS EXPERTISE FOR SPECIAL ORIGINAL EQUIPMENT

Wherever quantities have to be controlled, measured, regulated or monitored, HELLA components have proven themselves a million times over, often under extremely difficult conditions. We work on the basis of customer needs and produce premium electronic components for agricultural vehicles and construction machinery, trucks and trailers, city buses and coaches, municipal vehicles and vehicles with special bodywork, emergency vehicles, motorhomes, quads and sports cars.

A wide range of electronics components in the three fields of energy management, drive train and components which meet the exacting demands of commercial vehicles.

Special products for special vehicles in use around the clock and in extremely difficult conditions.

PEDAL SENSORS

Floor-mounted/suspended pedal
Pedal sensors transmit the driver’s intent to the engine management system. With the wear-free measuring principle of the HELLA CIPOS® sensors and low mechanical wear, they are ideal for driver’s cabs in agricultural vehicles and construction machinery. They are available as floor-mounted or suspended versions.

- Precise position measurement using HELLA CIPOS® technology (accuracy of ±2%) or a potentiometer
- Extensive application expertise thanks to production experience gained since 1996
- Customer-specific mechanical design variations

VACUUM PUMPS

Until recently, the majority of brake boosters used the vacuum generated by the internal combustion engine’s intake section. However, with the advent of new engine technologies (e.g. hybrid vehicles, downsizing) or in specific operating conditions (e.g. during the cold start/warm-up phase, driving at extreme altitudes or when using the air-conditioning system), the vacuum produced by the engine has become, in the meantime, no longer sufficient. Electric vacuum pumps are used to ensure the reliable operation of the brake booster

The HELLA electronics range includes four different kinds of vacuum pumps for every application. Our portfolio ranges from compact pumps right up to high-performance pumps – depending on the evacuation power required.
HELLA SENSORS: Up to 30% of the value of a well-equipped new car is down to its electrical and - even more - its electronic systems. That’s not a question of fashion, but the result of consumers increasing demands for safety, convenience and infotainment. However, anything installed in a car is liable to fail some day. 52% of all breakdowns are already caused by faulty software or faulty electronics.

HELLA sensors - enabling purely smooth running from simple physics:
- speed sensors
- air flow meters
- knocking sensors
- sensors for boost pressure/manifold pressure
- temperature sensors for coolant/oil/air
- lambda sensors
- level sensors for oil/coolant/washing water
- accelerator position and throttle valve position - making modern aggregates out of motors
Good lighting is a key tool in many areas of work. That is why HELLA’s worklights should always be your first choice for: lighting large areas when working in the field, optimum lighting of nearby or more distant areas on building sites or farms or illuminating specific objects. A clearly visible working area will help you to concentrate. LED, Xenon and halogen enable you to direct heavy machines precisely even in the dark - a worthwhile investment.

Our expertise from automotive volume production and the resulting transfer of knowledge provide clear advantages for the aftermarket and garages. And the most important aspect: We are not just manufacturers, we are also a customer-oriented service provider. As your retail partner, we provide you with service that goes well beyond just products.

HELLA – Technology with vision!
The focus of HELLA VALUEFIT work lights is on round and squared-shaped LED work light assemblies. The clear lens with reflector optics makes the compact round and square-shaped LED work light particularly attractive from a design perspective. High-power LEDs provide a light intensity of up to 1,200 lumens. All LED work lights are submersible (IP 67) and tested to ECE-R10 requirements.

→ Perfect for converting from halogen to LED
→ Offers lighting similar to daylight
→ Even illumination of the close and long-range area
→ For universal use, Multi-volt™
DISCOVER: NEW!
HELLA OWS FULL SIZE LIGHT BAR
Available in 40”, 56” and 60”
Quality counts when being used. The optical warning systems of our OWS series, the signaling systems of the RTK series and beacons mean we consistently implement everything that makes HELLA so special. Rotating beacons, flashing beacons, warning lights - that is where our specialists combine top technology with extreme resistance. And the result: high-quality Xenon or LED technology, sophisticated rotating mirror technology, which stands up to even the harshest conditions and continual use without any problems. HELLA thus enables you to be absolutely safe and visible at all times.

HELLO Optical Warning Systems
Products for the toughest working conditions

MICROSITE: Find out about HELLA Optical Warning Systems range
www.hellahd.com
The HELLA Mining Centre of Excellence was created in Australia in 2002 to design, develop and manufacture fixed and mobile lighting products specifically for the mining industry. HELLA uses its research, engineering and logistic expertise to produce lighting products that are designed to world class standards that can be used in mining applications all over the world.

HELLA Mining products meet the needs of mining companies around the world. The concept of "Technology with Vision" highlights the fact that we exceed our customer's expectations by producing quality products that fulfill the requirements for the harshest industry on earth in an efficient, advanced and professional manner that offers real technology with vision.

MICROSITE: Find out about HELLA Mining product range

www.hellamining.com
HELLA MARINE

HELLA MARINE is headquartered in Auckland, New Zealand, a country with a rich maritime history, world class boat building and yacht racing success.

Combining this passion for the ocean with decades of LED product design expertise, HELLA MARINE lamps are ‘Fit and Forget’ by design, offering complete piece of mind and enduring Safety at Sea. Through ongoing R&D, innovative design and use of high quality materials HELLA MARINE continues to set benchmarks for extremely reliable and highly efficient products.

Today HELLA MARINE is a globally recognised and trusted brand with LED navigation and high performance lighting systems available in over 60 countries through the global HELLA network and specialist marine distributors.

MICROSITE: Find out about HELLA MARINE products

www.hellamarine.com
Over stretches of gravel, on desert sand and through waterlogged ditches, HELLA PAGID products deliver on the promises we make for them. Before they are supplied to wholesalers and garages, all the brake linings are thoroughly tested in our own research and development center. Only this allows us to achieve our aim of perfection and meet our customers’ requirement for outstanding quality. We design our tests in line with the vehicle manufacturers’ regulations and to comply with standards and requirement specifications which offer optimum safety and comfort.

For example, our brake linings will have undergone testing over 180,000 miles and 1,000 hours before the final quality check. They are not approved for series production until all the quality and safety criteria have been met.

Powerful, tested and reliable – you can be certain of the quality of all our products.
BEHR and HELLA proudly announced the launch of the North American joint venture for Engine Cooling and Air Conditioning on April 2, 2007, under the brand, BEHR HELLA SERVICE. Automotive supplier, Behr (specialist for vehicle air conditioning and engine cooling), and HELLA (specialist for components and systems for lighting technology and electronics) together serve the worldwide independent aftermarket for vehicle air conditioning and engine cooling.

The joint venture combines the BEHR Service activities for the independent aftermarket and the air conditioning business of the HELLA aftermarket organization. BEHR and HELLA each have a 50% share in the joint venture. The combination of HELLA’s worldwide sales organization with BEHR’s product know-how is a natural progression of the already existing cooperation between Behr and HELLA in the field of climate control and front-end modules.
GET FREE TECHNICAL TRAINING

HELLA TECH WORLD

Prepare your automobile garage for the future. At HELLA TECH WORLD you will find all our technical expert knowledge in the fields of lighting, electrical, electronic, thermal management, brake systems and vehicle diagnostics. And best of all this content is available 24/7 for you and your customers for FREE!

Register today and start to acquire the knowledge that will give you a real advantage and competitive edge for greater success!

Visit:

www.hella.com/techworld

Multiple tools available:

Know-how Tool

Technical Information

HELLA Online Training
DIGITAL SERVICES

This section is devoted to helping visitors navigate to the correct sites according to the individual needs of original equipment and aftermarket automotive, as well as distributors, dealers and professional workshops.

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### SOCIAL MEDIA

- **Facebook**
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  - www.facebook.com/hellamining
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  - www.facebook.com/hellapagid

- **YouTube**
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### APPLICATION DATA

**Mapping of information**

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**ACES 3.1** *(Aftermarket Catalog Exchange Standard)*

**PIES** *(Product Information Exchange Standard)*

**Digital Assets** *(Images)*