



Digital diagnostic solutions for intelligent fleet management: HELLA and Ridecell enter into partnership

- **Hella Gutmann Solutions will integrate its cloud-based vehicle diagnostics services into Ridecell's Fleet IoT platform**
- **HELLA Ventures makes a minority investment in Ridecell**

Lippstadt/San Francisco, 11 March 2021. The internationally positioned automotive supplier HELLA has entered into a partnership with US and EU-based Fleet IoT (Internet of Things) platform company Ridecell. Hella Gutmann Solutions, a wholly owned subsidiary of HELLA and a leading provider of sophisticated workshop equipment in the German-speaking region, will integrate its cloud-based vehicle diagnostics services into Ridecell's platform. This will enable Ridecell customers to monitor the health of vehicles on its platform in real time and identify the need for maintenance or repairs early. In addition, the actionable recommendations provided by Hella Gutmann will allow Ridecell to automate maintenance and repair processes for its fleet customers. This can significantly reduce downtime and repair costs.

Hella Gutmann has been on the market for over thirty years and covers around 90 percent of the European car parc. "With our mega macs range of vehicle diagnostics tools, we provide complete fault-finding and repair solutions for more than 40,000 individual vehicle models and counting," said Rolf Kunold, Managing Director at Hella Gutmann Solutions. "Based on this expertise, we have developed the cloud-based macs Data Service that can digitally and remotely diagnose certain malfunctions while a vehicle is still on the road. By now integrating this service into Ridecell's Fleet IoT platform, we can enable Ridecell to optimize fleet operations for its customers further."

Founded in Silicon Valley, Ridecell helps its customers to automate and digitize their large commercial leasing, rental and logistics fleets as well as shared vehicle services. "The leading fleets in the world were already working on digital transformation," said Aarjav Trivedi, CEO at Ridecell. "The Covid-19 pandemic has further increased the urgent need for them to accelerate digital access to their fleets, enable self-service

PRESS RELEASE



business models and reduce costs through automation. By partnering with Hella Gutmann, we will be able to reduce repair- and maintenance-related downtime and ultimately increase fleet utilization for our customers. At the same time, our mutual customers will be able to leverage complementary solutions from Ridecell's telematics partners."

Hella Gutmann Solutions and Ridecell are currently working on the technical integration; the first joint projects are to begin in the coming months. The partnership is also accompanied by a strategic minority investment in Ridecell through its Silicon Valley-based venture capital arm HELLA Ventures. Both companies have agreed not to disclose the amount of the investment.

"Ridecell has already built a comprehensive partner ecosystem across the entire value chain in fleet operations," added Marco Marinucci, Head of HELLA Ventures. "We are excited to position ourselves as a strong partner and enable Ridecell to automate fleet operations with intelligent solutions. With our participation in Ridecell's Series C, we join Ridecell in its mission to optimize the fleets of today and tomorrow with intelligent solutions."

PRESS RELEASE



Please note: This text and corresponding photo material can also be found in our press database at www.hella.com/press

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.

For more information, please contact:

Dr. Markus Richter
Company spokesman
HELLA GmbH & Co. KGaA
Rixbecker Strasse 75
59552 Lippstadt
Germany
Phone: +49 (0)2941 38-7545
Fax: +49 (0)2941 38-477545
Markus.Richter@hella.com
www.hella.com