



HELLA is going to the Caravan Salon 2021 equipped with many product innovations

- **The LEDayFlex III modular lighting system celebrates its première at the trade fair**
- **Glowing body and EdgeLight technologies provide the basis for further innovations**
- **A comprehensive electronics portfolio can be experienced at the HELLA trade fair stand**

Lippstadt, 23 August 2021. In the first half of 2021, the caravanning industry experienced a huge boom. Almost 63,000 new motorhomes and caravans were registered in Germany alone. The Caravan Salon, the industry's most important leading trade fair, will take place in Düsseldorf from 28 August to 5 September 2021. "The Caravan Salon is one of the sector's most important drivers. After all, the trade fair offers us the chance to talk directly to our customers and present technical innovations and new products from the lighting and electronics sectors. With that in mind, we are pleased to be there again this year with a HELLA stand," says Franco Ricchiuto, responsible global sales manager for the caravan sector at HELLA. For the first time, HELLA can be found in Hall 14 this year (Stand A50). At the same time, the company is showcasing itself with a new stand concept and design.

HELLA's universal LEDayFlex III combination lamp will celebrate its première at the trade fair. It has three LED light functions – daytime running light, position light and direction indicator light – and is equipped with innovative EdgeLight technology. Thanks to their clear shape, the modules can be harmoniously integrated into any headlamp, whether that's horizontally, vertically or diagonally. "The flexible alignment options give each headlamp a strong individual character and provide each vehicle with an unmistakable appearance," says Ricchiuto.

HELLA is also presenting the new third-generation L 4565 Performance and Essential Bi-LED low beam and high beam headlamps, which are part of the HELLA 90 mm module series and combine low and high beam in one module. With their high light



output, they will successively replace the first and second generation of Bi-LED modules. The “zero tolerance integration” of the Performance version is particularly innovative. The front part of the headlamp module is firmly embedded into the vehicle apron and is not moved afterwards. Instead, both the basic setting and the headlamp levelling are adjusted exclusively via the rear part of the module, which is not visible from the outside. This enables the required gap dimensions to be made much smaller and the modules to be integrated more harmoniously into the vehicle body.

Other highlights from the lighting division include a new full-LED rear lamp, which offers the five obligatory signal functions and produces two eye-catching light strips in the tail light with "glowing body" technology. HELLA is also presenting a central LED licence plate module with integrated rear fog light, and will also be showcasing innovations in the Shapeline modular lamp series at the trade fair. Those visiting the stand will also be able to see more custom rear lamp designs with glowing body and EdgeLight technology.

HELLA's trade fair presence will also focus on a broad electronics portfolio. Exhibits will make the products tangible, but, above all, people will be able to explore the functions and advantages of products using the HELLA Electronics tool, for example safety-relevant products such as the AVAS pedestrian warning system. The comprehensive portfolio of thermal management and energy management solutions, temperature sensors and actuators for a wide range of applications can also be experienced live at the HELLA stand.

Visit HELLA at the Caravan Salon from 28 August to 5 September 2021 and experience the technologies of tomorrow in Hall 14, Stand A50.

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PRESS RELEASE



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 currency and portfolio-adjusted sales of € 6.5 billion in fiscal year 2020/2021 and more than 36,000 employees, HELLA is one of the world's 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.

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