

Press release

Lippstadt, 19 January 2022



HELLA Black Magic LED series: Auxiliary lights now also available on the European market

- Ideal for off-road applications with a high light output of up to 15,000 lumens
- Two awards for best new product received in the USA

The lighting and electronics expert HELLA has launched the new Black Magic LED series on the European market. Its dustproof and waterproof housing and robust construction is specially designed for off-road applications. In the U.S., the company had already received two awards for the product series in the category for the best new product. Namely the AAPEX Award and the Sema Global Media Award 2021, which is awarded by MAS MOTOR Magazine (Mexico).

"With the new HELLA Black Magic LED series, we are ushering in a new era in auxiliary lights. They combine powerful LED light output with a slim and stylish all-black design," says Stefan van Dalen, who is responsible for the global Aftermarket business at HELLA. The auxiliary lights are available as Cubes, Lightbars and Mini-Lightbars. Depending on the variant they provide outstanding off-road illumination with up to 15,000 lumens. A specially developed reflector ensures a homogeneous illumination. In addition, the integrated, intelligent thermal management system ensures adaptation to the ambient temperature and thus always provides an optimal light output and a longer lifetime of the LEDs. The Black Magic LED series are available as floodlight or spotlight versions and can be mounted vertically or in a suspended manner or they can be integrated into the bodywork or bumper.

For more information, visit: www.hella.com/offroad

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

Press release

Lippstadt, 19 January 2022



HELLA GmbH & Co. KGaA, Lippstadt: HELLA is a global automotive supplier 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 supplier companies. 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
Tel.: +49 (0)2941 38-7545
Markus.Richter@hella.com

HELLA GmbH & Co. KGaA
Rixbecker Straße 75
59552 Lippstadt / Germany
www.hella.com