

### **Behr Hella Service recommends a regular air-conditioning system check**

#### **2015 thermal management campaign: effective promotional measures and technical support for garages**

**Schwäbisch Hall, 11 February 2015.** More safety, better health and lower repair costs – three reasons to opt for a regular air-conditioning check. Behr Hella Service is highlighting these benefits as part of its 2015 thermal management campaign. A properly functioning air-conditioning system prevents the interior of the vehicle from overheating and increases the driver's ability to concentrate, which has a positive impact on the safety of all road users. In addition, fungi, spores and bacteria that can form in the air-conditioning system and are harmful to human health are removed by means of disinfection of the evaporator, and regular inspections identify possible defects earlier, thereby avoiding high repair costs.

Thermal management expert Behr Hella Service uses numerous measures to help garages convey to their customers the benefits and importance of having their air-conditioning systems checked. For example, a weather-proof 3-meter wide banner displaying the words "Air-conditioning system check available here - for the perfect climate in your vehicle" at the entrance of the garage attracts attention. Once inside the garage, a poster and a 1.5 meter inflatable penguin remind drivers again of the importance of having their air-conditioning systems checked regularly (annually or every 15 000 kilometers). Illustrated flyers explaining the procedure drive home the point. Only regular replacement of the cabin filter, inspection of all the components, function and performance testing and disinfection of the evaporator can prevent the growth of harmful bacteria and fungal spores in the air-conditioning system. The thermal management expert also offers comprehensive technical support via the HELLA Tech World ([www.hella.com/techworld](http://www.hella.com/techworld)) technical support portal: check lists and videos showing the steps involved in replacing a compressor, for example, technical brochures with a wealth of information about thermal management and maintenance for air-conditioning and cooling systems. The latter are very useful to have in the garage to

determine the types and quantities of refrigerant and compressor oil for various air-conditioning and engine cooling systems. Furthermore, the know-how tool offers detailed information about every aspect of thermal management. The animated 3D tool illustrates complex links between assemblies and provides effective support in fault analysis.

**Please note:** This text and corresponding photo material can also be found in our press database at:

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

**Behr Hella Service GmbH, Schwäbisch Hall:** The joint venture between automotive parts suppliers Behr (specialist for vehicle air conditioning and engine cooling) and Hella (specialist for components and systems for lighting technology and electronics) serves the global independent aftermarket for vehicle air conditioning and engine cooling parts. The joint venture combines Behr Service's activities on 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 global sales organization with Behr's product know-how and the linking of activities in the field of vehicle air conditioning and engine cooling for the parts business is the logical further development of the previous cooperation between Behr and Hella in the field of climate control and front-end modules.

**For additional information please contact:**

**Behr Hella Service GmbH**

Jörg Laukenmann  
Head of Marketing/Communication  
Dr. Manfred Behr Straße 1  
D-74523 Schwäbisch Hall  
Phone: +49 (0)7907 9446-48358  
Fax: +49 (0)7907 9446-48373  
[Joerg.Laukenmann@behrhellaservice.com](mailto:Joerg.Laukenmann@behrhellaservice.com)  
[www.behrhellaservice.com](http://www.behrhellaservice.com)

**HELLA KGaA Hueck & Co.**

Dr. Markus Richter  
Company spokesman  
Rixbecker Strasse 75  
D-59552 Lippstadt  
Phone: +49 (0)2941 38-7545  
Fax: +49 (0)2941 38-477545  
[Markus.Richter@hella.com](mailto:Markus.Richter@hella.com)  
[www.hella.com](http://www.hella.com)