



## **For its tractor lights, Lamborghini Trattori relies on customized solutions from HELLA**

**HELLA brings its decades of experience of original automotive equipment to the agricultural machinery sector**

**Lippstadt, Germany, May 27, 2015.** Lighting solutions have long been especially significant design features for the automotive equipment sector and are therefore gradually also penetrating the field of agriculture machinery. HELLA is at the forefront of this development and is concertedly importing its decades of experience of original automotive equipment into the world of agricultural vehicles. For example, at present HELLA is upgrading Lamborghini Mach VRT, Lamborghini Nitro and Lamborghini Spark tractors with special custom-made LED lamps.

These LED lighting solutions were developed for Lamborghini Trattori in collaboration with the world-renowned studio Italdesign Giugiaro, and effectively accentuate the typical appearance of these tractors. The styling light at the top of the tractor's leading face shows its lighting design to even better advantage. The corner lights at the outer edges of the front optimally illuminate the area in front of the front tires. Notwithstanding their compact design, the corner lights' 29 LEDs output around 450 lumens of luminous flux. This gives the driver an excellent view of the area immediately in front of the tractor – especially along the tramline – for safer field work.

Unique and distinctive design plays an increasingly important role in agricultural machinery and customized LED lighting solutions are an optimal way of achieving this. HELLA has more than 100 years' experience of original automotive equipment and continues to advance lighting technology from the idea to the finished product. This makes it possible to optimally implement manufacturers' and designers' requirements.

# PRESS RELEASE



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