



HELLA Starters and Alternators: TiMEFiT is now HELLA VALUEFIT

HELLA VALUEFIT Products ideal for repairs in line with current values // Price and product lifetime adapted to vehicle age

Lippstadt, July 20, 2015. The TiMEFiT starter and alternator range is now called HELLA VALUEFIT. The product range for repairs in line with current values was presented for the first time at Automechanika last year. Currently consisting of worklights, single function lights and multi-function lights, the product range will be extended to include starters and alternators from June 2015.

For vehicles with low current values in particular, HELLA VALUEFIT products represent an ideal solution, as they meet all requirements in terms of functionality and quality. By contrast, the price and service life are adapted to the vehicle's age and therefore help make repair and maintenance affordable. This means that garages can make more attractive offers for the repair of older vehicles and thus improve their own appeal.

HELLA VALUEFIT starters and alternators are recognizable by their changed packaging design and are listed under a new description in the online and print catalogues. More detailed information about HELLA's range of starters and alternators can be found at www.hella.com/startersalternators.

Please note:

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

HELLA KGaA Hueck & Co., Lippstadt: HELLA is a global, family-owned company, listed on the stock exchange, with more than 30,000 employees at 100 locations in more than 35 countries. The HELLA Group develops and manufactures lighting technology and electronic components and systems for the automotive industry and also has one of the largest retail organizations for automotive parts, accessories, diagnostics, and services within Europe. Complete vehicle modules, air-conditioning systems, and vehicle electrical systems are also produced in joint venture companies. With more than 6,000 people working in research and development, HELLA is one of the most important innovation drivers on the market. In addition, with preliminary sales of approx. 5.8 billion euros in fiscal year 2014/2015, the HELLA Group is

PRESS RELEASE



one of the top 40 automotive parts suppliers in the world and one of the 100 largest German industrial companies.

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