



## **HELLA is sharpening the senses of the connected car**

**The lighting and electronics supplier will be present at the IAA Cars, located in the Connected Car Pavilion in the New Mobility World (Hall 3.1)**

**Lippstadt, Germany, August 04, 2015.** Under the theme of "HELLA is making sense(s)", the lighting and electronics supplier HELLA is preparing to unveil its vision for the connected car of 2020 at the IAA Cars exhibition in Frankfurt am Main. From September 15<sup>th</sup> to 27<sup>th</sup>, visitors will have the chance to visit the HELLA booth in the Connected Car Pavilion in the New Mobility World (Hall 3.1) and learn about how connected cars can use innovative solutions to perceive, process and even interact with their environment. Practical real-life scenarios will give visitors first-hand insights into HELLA's innovative solutions. For example, in response to a scratch or dent on the vehicle body, a sensor can immediately detect the intensity of the damage, the time it occurred and its location on the vehicle. This information is then sent to the vehicle owner via a smartphone or a radio transmitter key. Visitors to HELLA's booth will be able to see for themselves and discuss how this damage recognition feature interacts with other lighting and electronics solutions in the connected car of the future.

At this year's IAA Cars, HELLA is using this practical approach to demonstrate how innovative lighting and electronics solutions can be used to give a vehicle senses and enable it to process and communicate environmental information. All of this is in pursuit of the ultimate goal: enabling the vehicle to make and implement autonomous decisions. In short: HELLA is making sense(s).

**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)

**HELLA KGaA Hueck & Co., Lippstadt:** HELLA is a global, family-owned company, listed on the stock exchange, with more than 30,000 employees at over 100 locations in more than 35 countries. The HELLA Group develops and manufactures lighting 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

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

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