



## **Eco CityLine – The new HELLA range with decorative street lighting**

**Eco CityLine spherical luminaire and Shade combine optically demanding city design with a cost-conscious approach**

**Lippstadt, 10 September 2015.** HELLA has expanded its existing selection of street lighting with the launch of a new product range. As well as the rather more functionally designed Eco StreetLine and Eco RoadLine ranges, the new Eco CityLine range now includes two decorative luminaires in the form of the Spherical Luminaire and Shade.

The slim Eco CityLine Shade offers a distinctive look while the classic Eco CityLine Spherical Luminaire is intended primarily to replace existing spherical luminaires. Both lamps are equipped with an autonomous Eco Circle light module, available with either symmetrical or asymmetrical light distribution. HELLA also offers the module in a choice of three light colors (2700, 3000 and 4000 Kelvin). The Eco Circle light module is enormously economical and has a working life of approximately 60,000 operating hours, representing an average of twelve years.

The modular design of the lamps means the Eco Circle module can easily be replaced with updated cutting-edge models in future. As well as the cost savings generated through the use of LED technology in both lamps, the integrated phase circuit allows further reductions in consumption thanks to a 50 percent night-time dimming capability.

Felix Hoffmann-Becking, Marketing and Sales Manager of HELLA's Industries division, commented: "The Eco CityLine reflects our continued focus on modular street lighting design. In response to high demand, with the Eco CityLine we are now also offering complete luminaires based on the autonomous Eco Circle module."

Light is an essential element of a cityscape. As well as refurbished frontages, cleaned-up town squares and bustling pedestrian zones, it is above all light that shapes the face of a city. Streetlights that integrate harmoniously in their environment can therefore

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make a significant contribution to the attractiveness of a cityscape. With its new Eco CityLine series, HELLA is reconciling requirements for optically demanding city design with the cost-conscious approach of many municipalities. At the same time, it is enhancing its existing more functionally designed range with include two decorative top-mounted luminaires.

**Please note:**

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**HELLA KGaA Hueck & Co., Lippstadt:** HELLA is a global, family-owned company, listed on the stock exchange, with more than 32,000 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 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.

**HELLA Industries – a business segment of HELLA KGaA Hueck & Co.:**

In order to strategically broaden its business base, HELLA has been systematically developing new customer target groups in the Industries business sector. The primary focus of this strategy is to transfer the strong product, technology and process knowledge from the automotive core business to attractive applications in other sectors. The first step focuses in particular on innovative solution approaches for lighting for roads, industrial applications, building interiors and airfields.

For further information on HELLA Industries please refer to: [www.hella.com/industries](http://www.hella.com/industries)

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