



HELLA demonstrates expertise as full-service provider at Bices construction vehicle trade fair in Beijing

Comprehensive product range for construction machines: Everything from worklights, front and rear lighting to beacons and customized solutions

Lippstadt, Germany, September 22, 2015. Lighting expert HELLA attends Bices, the international trade fair of the construction vehicle industry between September 22 and 25, 2015 in Beijing, exhibiting its comprehensive range of products spanning from worklights, to front and rear lighting, to beacons. Once again, the company is demonstrating its expertise as a full-service provider. Highlights on HELLA's stand E2319, E2 include the world's first combination headlamp where all the light functions use LED technology and the powerful LED worklight Ultra Beam LED.

C140 LED, the world's first combination headlamp provides all light functions in innovative LED technology. Its special free-form reflector together with the LED light source creates significantly better lighting than headlamps with halogen bulbs. Due to the daylight-like light color, this is better adapted to human vision and allows for fatigue-free working at night. The housing of the C140 LED is made of aluminum and has cooling fins on the back. Thanks to its robust heavy duty bracket and a lens made of hardened, unbreakable plastic, the combination headlamp is also particularly resistant to vibration and impact, making it ideal for tough usage conditions on construction vehicles. This headlamp is suitable for use with 12 and 24 volt vehicle electric systems and meets the requirements of both ECE and SAE.

With the **Ultra Beam LED** HELLA has now completed the successful Ultra Beam product family by adding to it an LED member. The Ultra Beam LED offers high light output in a practical design, meaning that it can be used anywhere thanks to its compact dimensions. Its light output is a powerful 2,000 lumens.

LED worklights impress not only with better light but with a considerably longer service life and lower energy consumption at the alternator. What's more, they are

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maintenance-free and downtimes and repair periods are reduced to a minimum due to the long service life of the light emitting diodes. The color temperature of LEDs is higher than that of halogen bulbs. This achieves daylight-like illumination, which is better adapted to human vision and allows colors to be distinguished more easily. The reduction in stress on the eyes leads to an increase in ability to concentrate for more precise, productive and safe working.

However, LED technology is also increasingly being used to emphasize a vehicle's typical appearance. In recent times, the design, aesthetic and individuality of agricultural vehicles have had to fulfill increasingly sophisticated requirements. This trend is reflected particularly strongly in vehicle lighting. HELLA is at the forefront of this development and is systematically applying its many years of experience in original automotive equipment to agricultural vehicles. Products range from standard high-power LED modules to innovative, customized LED lighting solutions, that are also being exhibited on HELLA's Bices stand.

Please note:

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HELLA KGaA Hueck & Co., Lippstadt: HELLA is a global, family-owned company, listed on the stock exchange, with around 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. Furthermore, with sales of 5.8 billion euros in the fiscal year of 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.

For additional information please contact:

Dr. Markus Richter
Company spokesman
HELLA KGaA Hueck & Co.
Rixbecker Straße 75
59552 Lippstadt
Germany

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Phone: +49 2941 38-7545
Fax: +49 2941 38-477545
Markus.Richter@hella.com
www.hella.com