



## **HELLA showcases the latest trends at the Agritechnica, the agricultural machinery trade fair**

### **And the focus is on customized LED lighting solutions for agricultural vehicles**

**Lippstadt, Germany, September 24, 2015** Lighting and electronics expert HELLA is unveiling innovative solutions for farming machinery and for the agricultural trade at Agritechnica, the world's leading international exhibition for agricultural engineering taking place in Hanover, Germany from November 8 to 14, 2015. The display at the exhibition stand (D15, Hall 16) will be focusing especially on customer-specific lighting solutions based on LED technology. This kind of technology is becoming increasingly popular for agricultural vehicles, not only on account of its potential for saving energy but also because it can be used to highlight the features typical of a particular model. In recent times, the design, aesthetics and individuality of agricultural vehicles have had to fulfill increasingly sophisticated requirements. This trend is reflected particularly strongly in vehicle lighting.

One good example going on show is the first customized LED worklight system for the DEUTZ-FAHR 9 Series in a striking automotive design, which HELLA has perfected in close collaboration with the manufacturer. It gives the tractor an unmistakable and stylish appearance and generates a light output of 4,200 lumens. Set up next to this worklight cover system, as a comparison, will be seen a full LED headlamp of a German premium car manufacturer, a scenario clearly illustrating how HELLA has successfully transposed its long years of automobile original equipment know-how to the world of agricultural machinery. Visitors will also be able to admire the styling light and the corner light of the Lamborghini Spark and Lamborghini Mach as well as a further selection of solutions created for a variety of agricultural machinery manufacturers.

The lighting specialist HELLA is now systematically applying its many years of experience in original automotive equipment to agricultural vehicles and is undoubtedly at the forefront of this development. Products range from standard high-power LED



modules to innovative, customized LED lighting solutions. HELLA always works closely with vehicle manufacturers, practitioners from the branch and with designers. The result of this is that defined requirements such as available space, light output, type of illumination and legal regulations can be established early on in order to allow the element of design to be given full consideration. Light simulations and rough layouts precede the design and simulation phase to form a basis for the construction of prototypes. This allows HELLA to use the full potential offered by LED technology and to initiate new trends.

Furthermore, HELLA will also be presenting on its exhibition stand the world's first study of an integrated worklight for agricultural vehicles that is based on laser technology. Here we are talking hybrid headlamps which achieve ultra-wide illumination thanks to laser diodes, with close-range and long-range illumination brought about by means of LED light sources. Two oppositely placed, C-shaped styling lights provide the attractive design features.

The HELLA stand also boasts a wealth of electrical and electronic solutions for agricultural machinery as well as the company's extensive portfolio of standard headlamps and other lamp types. Which means that, once again, the company is demonstrating its expertise as a full-service provider.

Further details regarding the subjects of lighting, electrics and electronics, guaranteed to be of interest to farmers, the agricultural trade and agricultural machinery manufacturers, can be found by visiting the company's microsite at [www.hella.com/agriculture](http://www.hella.com/agriculture). In addition to in-depth product information, there are also various online tools available here. One example of these is the worklight configurator ([www.hella.com/worklight-configurator](http://www.hella.com/worklight-configurator)), which enables a selection of vehicle worklight combinations to be set up and, thanks to a 360° view facility, visualized in their entirety along with comprehensive product information. And, of course, the HELLA worklight app is available at [www.hella.com/apps](http://www.hella.com/apps). This has been developed for mobile use and facilitates the finding of the suitable worklight. After the user has selected a

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vehicle type from a choice of seven different models, the possible installation positions appear. The app will then automatically suggest the right worklight for each position, including all relevant information in detail. By means of a simulated driver's cab of an agricultural machine, the user is also given the chance of testing a variety of lighting technologies (LED, Xenon, Halogen) with a viewing panorama of 360°.

**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. In addition, with sales of approx. 5.8 billion euros in the 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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