PRESS RELEASE



New Audi A4 With Lighting Solutions From HELLA

Full LED rear combination lamp with very homogeneous tail light and dynamic direction indicator//roof module, lighting control unit and small lights also from HELLA

Lippstadt, Germany, 13 January 2016. The new Audi A4 is being unveiled for the first time at the International Motor Show (IAA) in Frankfurt am Main, Germany. The latest generation -- generation nine -- of the mid-sized model impresses by uniquely blending technology and aesthetics that are also quite literally reflected in the lighting systems of the vehicle. As a result, lighting expert HELLA will be equipping the sedan (available from November 2015) with rear combination lamps in innovative LED technology, the lighting control unit for actuating the headlamps, additional small lamps and the roof module and rear lamp in the interior.

The **rear combination lamp**, every function of which is realized in innovative LED technology, reflects the unmistakable light signature of the Ingolstadt-based manufacturer. Particularly noteworthy is the pronounced homogeneity of the tail light, which is very easy to see and recognize regardless of the viewing angle, a feature that raises the bar in this area. This effect is produced when the light generated by the LEDs bounces off a channel-type reflector onto a diffuse additional lens with a very high level of scatter. The rear combination lamp also features Audi's characteristic dynamic direction indicators as are found on the company's luxury A8 and A7 models. In this context, a special piece of hardware on the actuating circuit board, coupled with corresponding software, actuates three separate LEDs when the direction indicators are used to achieve the "wiping" effect in the direction of travel. The rear combination lamp is likewise available as a conventional bulb variant.

HELLA also provides the rear lamp and the **roof module** in the vehicle interior, the latter of which is equipped with a moonroof control, sensors for passenger compartment monitoring and microphone. Support for roadside assistance calls and an SOS button can be integrated as well. For the first time in a mid-sized vehicle, the interior light can

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also be switched on and off or dimmed via a touchless switch function, whereby the user merely positions his or her hand close to the interior lamp to activate the function.

With the **lighting control unit** for actuating the headlamps, HELLA underscores its competency in combining lighting and electronics solutions. As such, the unit controls the daytime running lights and position lights of the LED headlamps as well as the "wiping" direction indicator. Additional lighting effects can also be integrated here in the future. The stepper motors for the headlamp leveling system are likewise actuated via the lighting control unit.

In addition, HELLA is equipping the new Audi A4 with **small lights** in LED technology: the auxiliary indicator in the outside mirror, the additional stop lamp and the license plate light.

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 around 32,000 employees at 100 locations in more than 35 countries. The HELLA Group develops and manufactures lighting, electronic components and systems for the automotive industry. HELLA also has one of the largest trade 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.

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