

## PRESS RELEASE



### IAA Commercial Vehicles 2016: Hella presents modular lighting solutions

- **Flexible modular lighting systems for buses, trucks and trailers**
- **New Shapeline series plus new series of rear combination lamps for trailers**

**Lippstadt, August 30, 2016.** Giving your vehicles an individual light signature with straightforward stepwise conversion to LEDs while simultaneously complying with the latest ECE regulations – numerous vehicle manufacturers are currently facing just these challenges. The lighting and electronics expert Hella also contributes technology and expertise to the commercial vehicle sector. At the IAA, the international trade fair for mobility, transport and logistics, which will be held in Hanover from September 22 to 29, 2016, Hella will be presenting new and enhanced products specifically for trucks, trailers and buses (Hall 12, Booth B23). Under the motto “Think modular”, the particular focus will be on solutions that enable manufacturers to put together lighting systems on a modular basis so as to flexibly meet these challenges.

For example, Hella will be introducing its new Shapeline series of lamps. At the booth, visitors can don virtual reality goggles to make a live vehicle selection and configure lamps for its front, side or rear. Alternatively, they can use touch screen to create their design via an online configurator. The configurator automatically takes into account either current European ECE R48 regulations or American SAE regulations.

The ECE R48 regulations also apply to trailer manufacturers. From November 2017, manufacturers must provide side flasher functions on all newly developed series for which they request type approval. Hella has developed a versatile product for this. At its booth the company will be presenting solutions that make it easy to integrate LED side marker lights with reflex reflectors and auxiliary indicators into a previously planned lighting system – with no need for expensive conversions. Hella has also expanded its modular product range for trailers. One highlight of the company’s trade fair presentation will be a new series of rear combination lamps.

# PRESS RELEASE



And, in accordance with its “one-stop shopping” principle, Hella also supplies appropriate cable architecture for all its trailer products. Both the EasyConn system – which was developed by Hella – and the wiring system Superseal/DIN bayonet enable manufacturers to easily extend, retrofit or modify their lighting systems. This not only saves time and increases flexibility, but also minimizes the cost of storage for the aftermarket, for garages, and for fleet operators.

At the commercial vehicle fair Hella will also present a number of exhibits to introduce its modular product portfolio specifically for buses and trucks. For example, for buses the automotive supplier will show a hybrid headlamp solution with xenon modules and a fully customizable headlamp solution based exclusively on LED technology. For trucks Hella will be using a variety of rear combination lamps to illustrate its customizable and standard solutions.

The daytime running lights on show at the booth center on 90 mm halogen, xenon, single-function and multi-function modules. Existing halogen versions in the series can be converted to LED modules at any time. Under auxiliary lamps Hella will present aerodynamic light bars as an alternative to circular lights. ECE-certified LED Light Bars 470 are a new addition to the program. These 528 mm long LED auxiliary lamps offer optimal lighting conditions and – weighing only 950 grams – are ideal for installation on the roof of truck cabins.

**Visitors to the IAA Commercial Vehicles Fair in Hanover can learn more about all these products at Booth B23 in Hall 12.**

[www.hella.com/trailer](http://www.hella.com/trailer)  
[www.hella.com/bus](http://www.hella.com/bus)  
[www.hella.com/truck](http://www.hella.com/truck)

**Please note:**

This text 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 around 34,000 employees at over 125 locations in more than 35 countries. The Hella Group develops and manufactures lighting and electronic components

## PRESS RELEASE



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 6.4 billion euros in the fiscal year of 2015/2016, 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  
Germany  
Phone: +49 (0)2941 38-7545  
Fax: +49 (0)2941 38-477545  
[Markus.Richter@hella.com](mailto:Markus.Richter@hella.com)  
[www.hella.com](http://www.hella.com)