



### **HELLA presents new lamps series for commercial vehicles**

#### **Configure individual light signatures with the click of a mouse**

**Lippstadt, Germany, September 21, 2016.** HELLA, the expert for lighting technology and electronics, has developed the new Shapeline modular lamp series for commercial vehicles. The company will be introducing the series at the IAA Commercial Vehicles in Hanover (Hall 12, Booth B23) September 22-29. Under the motto "Think modular", HELLA will present solutions at the trade fair that enable manufacturers to put together lighting systems on a modular basis so as to flexibly meet these challenges.

The new Shapeline lamp series has a modular design. Tail lights, brake lights, direction indicators and position lights are available in many different designs and can be combined. This allows manufacturers of commercial vehicles to give every small or large vehicle series an individual appearance that is consistent, in particular. A major benefit consists of the lamps series being multi-volt ready, making it suitable for both 12 volt and 24 volt systems.

Shapeline is available in two different design lines: the classic straight-line Tech design and the dynamic curved Style design. For both variants, micro-optics on the interior and exterior lens provide for a homogeneous appearance when turned on and off.

HELLA has developed an online configurator for the new series. The configurator lets designers and developers experiment with the light signature of their vehicle and configure their own lighting design for the front, side and rear end with the click of a mouse. First, a vehicle silhouette must be selected. Then, the different LED modules can be dragged individually to the preferred position on the vehicle. One of the most practical features is that the configurator automatically takes into account either current European ECE R48 regulations or American SAE regulations. Finally, users can download the finished configuration as a PDF file or send a request to the HELLA customer service center directly from within the system.

## PRESS RELEASE



Visitors to the booth at the IAA Commercial Vehicles in Hanover can develop their design directly live on a touch screen. And visitors can discover different lamp configurations on various vehicles using virtual reality glasses.

**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 34,000 employees at over 125 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 trade organizations for automotive parts, accessories, diagnosis, 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.

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