



HELLA presents Shapeline at eima Fair in Italy

The new modular Shapeline lamp series enables manufacturers of agricultural vehicles to create individual light signatures in a quick and easy manner

Lippstadt, 18 October 2016. From November 9 - 13, the lighting and electronics expert HELLA will present at the International Fair for Agricultural Machines, eima, in Bologna its current portfolio of innovative lighting solutions (Hall 18, Stand B11). The focus of the fair presentation will be the new modular light series Shapeline. It allows manufacturers of tractors, combine harvesters, etc. to arrange their own individual vehicle light signatures in a modular system. HELLA will furthermore present its comprehensive product range specifically for the agricultural vehicle industry. It ranges from worklights and beacons via front, tail and side lights as well as interior lighting to electrics and electrical solutions.

Unique and distinctive design plays an increasingly important role in agricultural machinery. So far, it has often been a challenge for manufacturers to create a consistent light signature from the front to the rear. Add to this the enormous time and cost efforts for developing customer specific solutions. The modularly designed light series Shapeline by HELLA now changes all this. The lighting expert thus also provides manufacturers with low production quantities with the opportunity to provide their vehicle series with a distinctive appearance. Shapeline is available in two design alternatives: the classically straight "Shapeline Tech" and the dynamically curved "Shapeline Style". Manufacturers and designers can compile their own design with the click of a mouse using the HELLA Shapeline configurator. It also automatically integrates either the current European ECE R48 regulation or the American SAE regulation. Eima visitors can live-test the configurator at the HELLA fair stand.

In addition to design and individual light signatures, the topics of energy management, safety and efficiency as well as the increase of comfort play a great role in the agricultural industry. Here, HELLA presents suitable electronic solutions, such as

PRESS RELEASE



intelligent battery sensors, accelerator pedal sensors, pedal sensors and radio remote controls for unlocking doors.

HELLA has more than 100 years of experience in automotive original equipment. The company applies its quality know-how systematically to the area of agricultural and construction machinery. At eima, HELLA will present concrete examples via client-specific solutions, which the company has developed in close collaboration with different vehicle manufacturers, such as DEUTZ FAHR, Lamborghini Trattori and Steyr Tractors.

More information on the portfolio for agricultural machinery manufacturers under:

www.hella.com/agriculture

Please note:

This text and the corresponding photo materials can also be found in our press database at: <http://www.hella.com>

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 around 35 countries. The HELLA Group develops and manufactures lighting and electronic products 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
Phone: +49 2941 38-7545
Fax: +49 2941 38-477545
Markus.Richter@HELLA.com
www.hella.com