



HELLA provides electronics know-how for independent workshops

- **HELLA transfers original equipment competencies to the independent aftermarket**
- **Independent workshops benefit from electronic spare parts, diagnosis tools and technical service**

Lippstadt, 16 January 2017. During the past years, the amount of electronics present in vehicles has been steadily on the increase. This poses a special challenge to workshops. For in order to be able to repair and service vehicles, car mechanics increasingly need to have know-how in the areas of electronics and diagnosis, in addition to their usual professional abilities. As a "workshop's friend", the lighting and electronics specialist HELLA competently supports its clients throughout. "We are more than a mere supplier. Thanks to our original equipment competencies and 60 years of experience in the area of electronics, we provide independent workshops with powerful expert knowledge so that they can become quicker and more profitable", says Jörg Harjes, Head of Marketing Aftermarket at HELLA.

The automotive parts supplier provides workshops with a range of comprehensive and strong electronics products, amongst other things. In the area of oil level sensors, HELLA is a market leader. The company has been producing intelligent battery sensors for over 15 years. Due to the increasing requirements, HELLA not only continuously develops its sensors but also creates new technologies. One example is the specifically developed CIPOS® technology. It is sensitive with regard to electromagnetic disturbance sources and ensures accurate position measurements in e.g. pedal sensors. The technology has proved itself on the market. This has been shown by the more than 100 million sold CIPOS® sensors in the 2015/2016 business year alone.

A strong electronics program, however, only serves as one building block for providing the best possible customer service. "The car must be back on the road within the shortest possible period. That's why HELLA supports independent workshops along the

PRESS RELEASE



entire repair process", says Harjes. With its Hella Gutmann brand for example, HELLA provides professional diagnosis units to this end, as well as one of the largest diagnosis and repair databases in the world, online repair aids and a technical hotline. With this type of support, the car will then surely return the roads very soon.

More information under: <http://www.hella.com/electronics>

Note:

You can find this text and corresponding images also in our press database under: www.hella.com/press

HELLA KGaA Hueck & Co., Lippstadt: HELLA is a global, family-owned company, listed on the stock exchange, with approx. 35,000 employees at over 125 locations in some 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