



"Experience Tomorrow": HELLA Presents Solutions for the Future of Mobility at IAA Cars 2017

Lighting and electronics products responding to market trends, such as autonomous driving, connectivity & digitalization, efficiency & electrification as well as individualization

Lippstadt, August 17, 2017. With the slogan "Experience Tomorrow", the lighting and electronics specialist HELLA will present innovative technological solutions for the future of mobility at the International Motor Show IAA Cars from September 12th to 17th, 2017. In the "New Mobility World" (Hall 3.1, Booth B31), visitors can explore the automotive supplier's roughly 400 m² exhibition space and personally experience the latest technologies regarding the trending automotive topics of autonomous driving, digitalization & connectivity, efficiency & electric mobility as well as individualization. Two exhibition vehicles will be on display for that purpose.

At its booth HELLA will present 77GHz radar sensors enabling a precise 360° vehicle environment recognition, necessary in particular on the path to fully autonomous driving and parking. In addition to sensors, visitors can also experience camera software functions for pedestrian detection in the context of the fair presentation. A proof that HELLA is further advancing the digitalization of lighting is the development of the Liquid Crystal HD technology, anticipated for market introduction in 2020. Thanks to LCD technology's great resolution and sharpness of detail, completely new paths in automotive lighting technology are opening up. IAA visitors can already get a good glimpse of that today at the exhibition.

As an additional highlight, HELLA will introduce at the IAA a particulate matter sensor with cloud-based air quality management. It measures air quality in the vehicle interior and shows a warning on the display in case of increasing pollutants. The air filter is then activated and an alternative route is being suggested in order to ensure a fresh air supply.

PRESS RELEASE



Visit HELLA at the IAA from September 12th to 17th, 2017, and experience the technologies of tomorrow in Hall 3.1, Booth B31.

Please note:

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HELLA KGaA Hueck & Co., Lippstadt: HELLA is a family-owned, listed company operating on the international stage and currently employing some 38,000 members of staff at more than 125 locations in 35 countries around the world. 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. With nearly 7,000 people working in research and development, HELLA is one of the most important innovation drivers on the market. Furthermore, the HELLA Group is one of the top 40 automotive suppliers in the world and one of the 100 largest German industrial companies. It achieved sales of approx. € 6.6 billion in the fiscal year 2016/2017.

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