



Busworld: HELLA presents lighting and electronics products for modern city buses and coaches

- **The new projection concept by HELLA allows projecting symbols, logos or warning messages directly onto vehicle boarding and exit areas**
- **Shapeline enables individual front, side and rear lighting for city buses and coaches**

Lippstadt, October 13, 2017. Lighting and electronics solutions allowing safe and reliable travel are becoming increasingly important on the road. Manufacturers of city buses and coaches want to also provide their customers and passengers with comfort and safety. At Busworld 2017, the largest fair for city buses and coaches running between October 20 and 25, 2017, lighting and electronics expert HELLA will present innovations, such as the projection concept VISIOTECH and the modular Shapeline light series, meeting the requirements of modern travel. HELLA will furthermore present highlights from its comprehensive electronics range, such as the Intelligent Battery Sensor 24 V for efficient energy management and its rain/light sensor.

Automotive supplier HELLA is continually applying its OE competence from the car industry to city buses and coaches. The company thus for example presents a new projection concept enabling welcome light scenarios, offering a new type of light communication with passengers. Installed directly in the city bus and coach boarding and exit areas, the module ensures enhanced traveler safety and comfort: wheelchair symbols, arrows, logos or warning messages can now be directly projected onto the road in front of these boarding and exit areas. Projections can therefore help pointing out possible dangers to passengers.

HELLA makes possible a great amount of flexibility for city buses and coaches thanks to its modular concepts, such as the 90 mm module series in the area of front lighting. The lighting and electronics expert furthermore offers its customers various equipment options that they can use for emphasizing its company branding. This for example includes the Shapeline light series. Makers of small and large series can use it to give



their vehicles individual yet consistent light signatures according to the modular principle. Lighting functions for front, side and the rear are for example available here in two design versions: classically straight or dynamically curved. This allows for virtually endless combination options. Interested visitors can create an individual lighting signature at the fair stand by using the Shapeline online configurator. Afterwards, they can then instantly view it integrated into an informative vehicle outline.

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HELLA KGaA Hueck & Co., Lippstadt: HELLA is a family-owned, listed company operating on the international stage and currently employing approximately 38,000 members of staff at more than 125 locations in about 35 countries around the world. The HELLA Group develops and manufactures lighting technology and electronics products for the automotive industry and also has one of the largest retail organisations 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. In addition, 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.

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