



## **"Experts at Work": HELLA is looking for unique workshops**

**Workshops can compete for this title until November 20, 2017**

**Lippstadt, October 23, 2017.** HELLA, the lighting and electronics expert, launched their "Experts at Work" competition that will run until November 20, 2017. They are looking for extraordinary workshops that stand out with their strong teams, locations or special vehicle that they repair. Workshops from the following countries are eligible for participation in this competition: Australia, India, USA, Mexico, Brazil, South Africa, Russia, UK, France, Poland, Spain, the Netherlands and Germany. Contestants can apply either directly via the campaign website or can be nominated for the competition by their customers and motorists. Workshops simply need to submit a short motivational letter along with their photos.

A HELLA jury will determine 13 winners that will each win an exclusive photo shoot with Rafael Neff a renowned photographer that has already shot car parts for the 2016 Automechanika calendar. The "Experts at Work" photos will be published in the 2019 workshop calendar. The winners stand to receive an award and a package worth 500 euros. There will be further prize draws for all participants and motorists that nominated workshops for the duration of the competition.

HELLA supports workshops along the entire repair process -- from vehicle reception via vehicle diagnosis, including errors and parts identification, to online repair assistance and technical advice. Furthermore, HELLA supports workshops in customer acquisition via professional campaigns, catalogs and brochures. The "Experts at Work" campaign allows workshops to position themselves on the market by using their unique attributes and to distinguish themselves from competitors. HELLA will make various external advertising materials available to the competition winners to help them expose their brand to current and potential customers even further. The 2019 calendar is a further tool to increase customer loyalty.

For more information go to <https://www.hella-contest.com>

# PRESS RELEASE



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**HELLA GmbH & Co. KGaA, Lippstadt:** HELLA is a global, family-owned company, listed on the stock exchange, with around 38,000 employees at over 125 locations in some 35 countries. The HELLA Group develops and manufactures products for lighting technology and electronics 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, with sales of 6.6 billion euros in the fiscal year of 2016/2017, 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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