



Agritechnica: Individual light signatures with the click of a mouse

HELLA presents modular lighting series Shapeline

Lippstadt, November 17, 2017. From November 12 to 18, 2017, lighting and electronics expert HELLA will present the modular lighting series Shapeline at Agritechnica, the world's largest trade fair for agricultural engineering taking place in Hanover (Hall 17, Stand B35). Under the motto "Think Modular", manufacturers of agricultural machinery can combine lighting systems on a modular basis.

Shapeline is available in two different design versions: the classic straight-line "Tech Design" and the dynamic curved "Style Design". Tail lights, brake lights, direction indicators and position lights are thus available in many different designs that can be mutually combined. This allows manufacturers of commercial vehicles to lend any small or large vehicle series individual and, above all, consistent appearances. For both design versions, micro-optics in the interior and exterior lenses furthermore provide a homogeneous appearance when turned on and off. An additional advantage: the lamp series is multi voltage-capable, making it suitable for, both, 12 volt and 24 volt systems.

HELLA has developed an online configurator for the new Shapeline series. Designers and developers use it to choose a vehicle outline. The different lighting modules can then be individually placed on the vehicle via dragging and dropping. One of the most practical features: the configurator can automatically take into account either current European ECE R48 or US-American SAE regulations. Users can then download the finished configuration as PDF file or send a direct system request to the HELLA customer service center. HELLA will present select combination examples of the lighting series at its fair stand.

Please note:

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PRESS RELEASE



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.

For additional information please contact:

Dr. Markus Richter
Company spokesman
HELLA GmbH & Co. KGaA
Rixbecker Strasse 75
59552 Lippstadt
Germany
Phone: +49 (0)2941 38-7545
Fax: +49 (0)2941 38-477545
Markus.Richter@hella.com
www.hella.com