



HELLA recognized by leading innovation platform Plug and Play

“Corporate Innovation Award 2017“ acknowledges outstanding commitment of automotive supplier

Lippstadt/Sunnyvale, February 13, 2018. The world's largest startup accelerator Plug and Play has recognized HELLA with the “Corporate Innovation Award 2017” in its Mobility category. Plug and Play thereby recognizes the automotive supplier's extraordinary commitment. The innovation platform aims at promoting the exchange among established industrial companies, investors and mentors as well as agile startup companies. HELLA's focus areas include questions regarding digitalization, autonomous driving and electric mobility.

“The innovation speed in the automotive industry is currently accelerating rapidly. In order to develop demanding solutions for tomorrow's mobility, we increasingly favor new innovation formats and agile, dynamic partnerships in the startup environment”, says Dr. Rainer Holve, Head of Digital Innovation at HELLA. “Our commitment at Plug and Play impressively proves how successful the collaboration between industrial companies such as HELLA and startups can be in working together on question regarding the future of mobility.”

“As one of the innovation and technology leaders of the automotive industry, HELLA is naturally an interesting partner for startup companies. We are delighted that HELLA has established itself as a committed partner to our network while constructively assisting our young companies”, said Plug and Play Founder and CEO, Saeed Amidi. “We also notice how the culture and attitude of established industrial companies is changing little by little and that they are open to new technologies and ideas on which our startups are working.” In May 2017, HELLA organized a “Startup Demo Day” at the Plug and Play headquarters in Sunnyvale, California. More than half a dozen startup companies used

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this opportunity for presenting their business models to the more than 200 representatives of the international automotive industry.

HELLA joined Plug and Play in October 2015 and has greatly promoted the initiatives in the startup environment ever since. The automotive supplier thus expanded its commitment in the context of the Plug and Play platform to China last year. HELLA aims to intensify its cooperation with local Chinese startups in particular. Together with additional partners, HELLA is also planning the construction of a “Digital Innovation Campus” at the Lippstadt company headquarters. Founding a regional innovation lab is also anticipated in the wake of this. It is intended to act as incubator and startup center while strengthening the local innovation and startup cultures.

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HELLA GmbH & Co. KGaA, Lippstadt: HELLA is a global, family-owned company, listed on the stock exchange, with almost 40,000 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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