



World premiere of the new HELLA design beacon at the bauma in Munich

- **HELLA introduces a new LED technology to the beacon market**
- **Warning light for special vehicles such as construction vehicles provides a unique appearance**

Lippstadt, April 9, 2019. The lighting and electronics expert HELLA will be the first supplier to present a beacon which combines design and state-of-the-art LED technology at bauma in Munich, the world's leading trade fair for the construction machinery and mining sector, from 8 to 14 April 2019 (Hall A5 Stand 436). The design beacon is the first of its kind which allows manufacturers in the construction and mining industry to give their vehicles a unique appearance.

The black, futuristic-looking beacon fits perfectly into the existing vehicle silhouette thanks to its design and compact dimensions of around 60 mm in height. For comparison: HELLA's lowest beacon ever, the K-LED 2.0, has a height of 90mm. Halogen beacons sometimes even have a height of up to 194 mm.

HELLA has not only minimized the size of the beacon but also changed the lighting concept. "This once again proves our technological leadership," says Stefan Maierhofer, Product Manager at HELLA. The beacon doesn't need a dome anymore. Instead, the light is visible through a circumferential, ring-shaped light band. "With this new concept, HELLA is a pioneer in the industry."

Despite the minimal light emission area and the compact size, the beacon achieves the best light values and an ideal warning effect that meet the legal requirements of the European ECE-R 65 directive for beacons.

PRESS RELEASE



An additional advantage: the LED double flash function of the warning light emits a direct and remotely visible 360° signal. With this other traffic participants get alerted at an early stage, both on the construction site and on the road, and occupational safety significantly increases.

The beacon is maintenance-free. Due to its low total current consumption and high-quality, long-life LEDs, it is suitable for continuous use. In addition, the vehicle battery is conserved.

The beacon complies with IP (International Protection) classes 67 and 9K. This means: it is resistant to dust and water and the electronics are protected up to a water depth of one meter when submerged for a short time. In addition, the warning light is resistant to stronger strains such as shocks and blows or temperature fluctuations, road salt and moisture. This is ensured by the polycarbonate light band, the powder-coated aluminium housing and the absence of moving parts. This means that the beacon can also be used in adverse conditions. In addition, it meets the prescribed values for electromagnetic compatibility (EMC) and therefore does not interfere with any other radio signals.

HELLA was the first supplier to launch a beacon on the market as early as 1955. The first LED beacon followed in 2006. In addition to halogen lamps, the company currently has 14 LED beacons in its product range. HELLA last introduced the K-LED Blizzard in 2017. The lighting and electronics expert is now presenting its latest design beacon to the public for the first time at bauma.

Experience HELLA's products live at bauma 2019 in Hall 4, Stand 436.

Please note:

This text and corresponding photo material can also be found in our press database at:

www.hella.com/press

PRESS RELEASE



HELLA GmbH & Co. KGaA, Lippstadt: HELLA is a global, family-owned company, listed on the stock exchange, with more than 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 more than 7,000 people working in research and development, HELLA is one of the most important innovation drivers on the market. Furthermore, with sales of € 7.1 billion in the fiscal year of 2017/2018, 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
Germany
Phone: +49 2941 38-7545
Fax: +49 2941 38-477545
Markus.Richter@hella.com
www.hella.com