



## **HELLA once again named as "Best Brand"**

### **First place in the "Lighting equipment" category of the ETM publishing house reader's choice awards**

**Lippstadt, July 10, 2019.** EuroTransportMedia (ETM), the leading specialist publisher for commercial vehicles, and expert auditing organisation Dekra awarded lighting and electronics experts HELLA with the "Best Brand" Award in the "Lighting Equipment" category. This means that the company has been awarded this title for the ninth time in succession. A total of 195 brands from 26 categories were nominated for the "Best Brand" award. More than 8,400 readers of lastauto omnibus, trans aktuell, FERNFAHRER and eurotransport.de assessed the leading brands in their category as part of a survey.

"We are delighted about having been named as the 'Best Brand'. It confirms once again that we offer our customers in the commercial vehicle sector exactly the solutions they need," says Jörg Harjes, Head of Marketing Independent Aftermarket at HELLA. "Our aim is to offer customers innovative products and services of the highest quality that provide targeted support in everyday life, both in the original equipment and aftermarket business." For example, HELLA has developed VISIOTECH projection technology, which enables communication by means of light and clearly identifies the loading area of trucks. In addition, working and reversing lights from HELLA guarantee optimum illumination of the working area. Since the appearance of a brand is also becoming increasingly important, HELLA offers Shapeline, a modular lamp series with which manufacturers can provide vehicles with an individual light signature in no time at all. "We will continue to build on this basis and look forward to presenting new product highlights to commercial vehicle professionals in the near future," says Harjes.

**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 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.

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