



Caravan Salon 2019: New lighting solutions from HELLA

- **New R 80 modules enable cost-efficient switchover to LED technology**
- **Shapeline modular lamps series ensures customer-specific vehicle signature**

Lippstadt, August 20, 2019. Light, design and individuality play an increasingly important role in the caravan industry. Therefore, the lighting and electronics expert HELLA will be presenting new lighting and electronics solutions at the Caravan Salon in Düsseldorf, the world's largest trade fair for motorhomes and caravans, from August 30 to September 8, 2019 (Hall 13 / A03).

HELLA offers caravan manufacturers a broad portfolio of headlamps that enable individual front designs for vehicles. This includes the proven portfolio of 90 mm modules, which the company has now extended. The new R 80 modules have a specially developed reflector design instead of a lens. This not only ensures homogeneous illumination, but also enables a cost-efficient switchover from halogen to LED technology. The same is also made possible thanks to the new M133 LED headlamp. This combines low-beam, high-beam and position light in one unit.

Another focal point of this year's HELLA trade fair appearance is the modular Shapeline lamps series. This also enables manufacturers of smaller series to give their vehicles an individual signature. The front, side and rear can be designed with the classic straight-line "Tech Design" or the curved, dynamic "Style Design" with just a click of the mouse using the HELLA Shapeline online configurator (www.hella.com/shapeline/).

As a further highlight, HELLA will be demonstrating the Multi Lens Array (MLA) technology, which the company has transferred from the automotive sector to caravan applications. In the MLA projector, special micro-optics are used which make it possible, for example, to project light specifically onto the floor next to the vehicle, thus creating a so-called light carpet according to customer specification. Depending on where the projector is integrated into the caravan, the projector could also be used to

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display a welcome message in the entry area. Symbols on the road could also draw the driver's attention to icy conditions.

In addition to a wide range of lighting solutions, HELLA is also presenting its comprehensive electronics portfolio at this year's Caravan Salon. Visitors can explore this portfolio interactively at the trade fair booth via, among other exhibits, the ELIGRO electronics tool. This enables visitors to select individual products in order to obtain further information in the form of explanatory videos or to download overviews as PDF files (www.hella.com/electronics-tool).

Visit HELLA at the Caravan Salon from August 30 to September 8, 2019 and experience the technologies of tomorrow in Hall 13, Stand A03.

Please note:

This text and corresponding photo material can also be found in our press database at: www.hella.com/press

HELLA GmbH & Co. KGaA, Lippstadt: HELLA is a global, family-owned company, listed on the stock exchange, with over 125 locations in some 35 countries. With sales of € 7.0 billion in the fiscal year 2018/2019 and 39,000 employees, HELLA is one of the leading automotive suppliers. HELLA specializes in innovative lighting systems and vehicle electronics and has been an important partner to the automotive industry and aftermarket for more than a century. Furthermore, in its Special Applications segment, HELLA develops, manufactures and sells lighting and electronic products for specialist vehicles.

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