



HELLA launches latest 77 GHz radar technology

- **Several major orders strengthen leading market position in radar sensor technology**
- **Platform concept enables efficient implementation of NCAP applications and automated driving functions**

Lippstadt, 20 February 2020. Lighting and electronics expert HELLA will be bringing its latest 77 GHz radar technology into series production in spring 2020. In this area, the company has already acquired several major orders. Initially, an Asian manufacturer of trucks and buses will be supplied. In this context, the market launch will take place within the framework of the strategic cooperation with ZF. Subsequently, HELLA will start series production for other international car manufacturers, thus further expanding its strong market position in the field of radar sensor technology. The radar sensors will initially be manufactured at the electronics plant in Hamm, Germany, and then also in China and the USA.

"Radar sensor technology is a key technology for the realisation of assisted and automated driving functions", says Frank Petznick, who, as a member of HELLA's Electronics Executive Board, is responsible for the global Automated Driving Product Centre. "Our 77 GHz radar sensors make a significant contribution in this context." On the one hand, HELLA's latest 77 GHz radar technology is characterised by its high performance and range as well as its compact design. This simplifies its integration into the vehicle body and enables 360 degree perception of the vehicle environment. On the other hand, HELLA's 77 GHz radar sensors are based on a modular, scalable platform concept that allows customer-specific requirements to be implemented flexibly and efficiently. Thus, NCAP requirements as well as functions for automated driving can be implemented.

"With our platform approach, our 77 GHz radar family covers all essential market requirements: from cost-optimised sensors for basic assistance functions, for example for high-volume vehicle segments and commercial vehicles, to high-performance

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variants that are necessary for higher development stages of autonomous driving such as automated parking or highway pilots," says Frank Petznick.

At the beginning of the year, HELLA also announced a strategic partnership with the US start-up Oculii. The aim of the cooperation is to further increase the performance of the 77 GHz radar platform by integrating software developed by Oculii. Results of the development partnership are expected to go into series production in 2023. HELLA has been active in the radar business for around 20 years and was one of the first companies to start series production of 24 GHz radar sensors for rear applications. Today, HELLA is the global market leader in this field with more than 30 million sensors manufactured.

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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 specialises 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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