



HELLA Named a 2021 Automotive News PACE Awards Finalist

HELLA's first of its kind Brake System Sensor advances to the finalist stage of the PACE Awards.

Northville, Mich., April 19, 2021. The lighting and electronics expert HELLA is once again named an Automotive News PACE Awards finalist. This prestigious awards program recognizes innovative and 'game-changing' technologies within the automotive industry. HELLA is being recognized as a finalist for its Brake System Sensor, which uses its trademarked CIPOS® (Contactless Inductive Position Sensor), combining two essential brake system sensors into one integrated inductive sensor, the first of its kind. Winners will be awarded on September 30, 2021, during the Automotive News PACE Awards Ceremony.

“At HELLA, we take pride in our innovative culture, positioning us as a thought leader in the automotive industry. I am proud of the team that made the brake system sensor happen. It was not an easy feat to do something that has never been done before, but the dedication from the team made it possible,” said Joerg Weisgerber, member of the Electronics executive board and responsible for the Electronics business of HELLA in North, Central and South America. “We are honored to be recognized as a PACE finalist for the 4th year in a row. The PACE awards follow a rigorous decision-making process and to be recognized as a finalist is an award in itself.”

This is the fourth consecutive year that HELLA has been named a finalist for this prestigious awards program. In 2019, HELLA was named a finalist for two technologies, the Brake System Sensor and its Rain/Light/Climate Sensor after following the 2018 finalist, SHAKE (Structural Health and Knock Emission) for Road Condition Detection. In 2014, HELLA won a PACE Award for its LED Matrix Beam technology, which combines a front camera, high-performance software and “intelligent lighting” technology to recognize other vehicles as well as provide “glare-free” illumination.

PRESS RELEASE



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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 € 5.8 billion in the fiscal year 2019/2020 and 36,000 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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