



Auto Shanghai 2021: HELLA presents indispensable technologies for the mobility of the future

- **Battery and power electronics for all electrification stages**
- **Smart Car Access for hands-free vehicle access**
- **The latest lighting technologies for the premium and volume segments**

Lippstadt/Shanghai, 20. April 2021. China is not only the world's largest automotive market, but also an important trendsetter for the mobility of the future. The internationally positioned automotive supplier is now documenting with an impressive appearance at Auto Shanghai 2021 (19 to 28 April 2021) that HELLA has already addressed the right topics in the Chinese market at an early stage. The event is one of the world's largest and most important trade fairs for the automotive industry. The lighting and electronics expert HELLA will be represented at this year's fair with a 200 square metre stand. The presentation will focus on indispensable technology highlights for key market trends such as electrification and autonomous driving, digitalization and connectivity as well as individualisation.

Battery and power electronics for all electrification stages

With a product portfolio for all stages of electrification, HELLA provides comprehensive support to automotive manufacturers on their way to electromobility. This includes electronics solutions for sophisticated energy management, such as the high-voltage battery management system for electric vehicles or the PowerPack 48 Volt for mild hybrids. The PowerPack 48 Volt for example integrates power electronics and battery management in one product and enables savings of 5 to 6 grams of CO₂ per kilometer driven. This innovative system solution, which HELLA is bringing to market in cooperation with a Chinese cell manufacturer, is expected to go into series production in Shanghai in 2024.



Smart Car Access for hands-free vehicle access

HELLA is also pushing the topic of digitalization and connectivity with innovative electronics solutions that have been specially developed for the Chinese market. For example, the HELLA Smart Car Access variant based on Bluetooth, which was developed for the Chinese automotive market in particular, replaces the classic radio key. The system makes it possible to determine the driver's location via a mobile device and to open or close the vehicle hands-free when the driver is within three meters or moves away again. Car sharing providers, car rental companies or operators of company fleets can also use the system to share the digital key securely and conveniently. HELLA has already received several major orders from Chinese car manufacturers for the Smart Car Access System, for which series production started last year.

The latest lighting technologies for the premium and volume segments

HELLA will also be presenting a selection of the latest automotive lighting technologies at Auto Shanghai. These include in particular headlamp systems for the volume and premium segments, including the latest chip-based headlamp matrix systems SSL100 and SSL|HD. While the SSL100 headlamps have been manufactured since last year also at the Chinese lighting plant in Jiaying, large-scale production for the SSL|HD technology will start in summer 2022. Especially for the volume segment in the Chinese market, HELLA is also presenting different LED headlamp technologies that combine high performance, functionality and local price requirements.

Another technology highlight, which is the focus of the HELLA trade fair presentation in Shanghai, is the rear combination lamp concept FlatLight. This is based on particularly small micro-optics, which are smaller than a grain of salt. Among other things, this enables completely new styling possibilities. The design of light signatures changes fundamentally, as it is now possible to implement the indicator, brake and tail light in just one optical element. This also reduces weight and installation space; the energy



requirement of the FlatLight concept can also be reduced by around 80 percent compared to conventional LED tail lights. The market launch is planned within the next one to three years. HELLA will also be showing various concepts for grille illumination and interior lighting at Auto Shanghai, which not least contribute to individualisation as well as to the distinctiveness of vehicles.

**Experience selected HELLA technologies from 19 to 28 April at Auto Shanghai 2021
(National Exhibition and Convention Center, Hall 2.2, Booth 6BC101)**

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