



"Best Brand": HELLA wins ETM Reader Award

Commercial vehicle professionals vote HELLA the most popular brand in the lighting category for the eleventh time in a row

Lippstadt, 26 July 2021. The winners of the big reader poll by trans aktuell, lastauto omnibus, FERNFAHRER and eurotransport.de have been decided. For the eleventh time in a row, the internationally positioned automotive supplier HELLA has been named "Best Brand" in the lighting sector.

"The past year has been very challenging for both our clients and us due to the impact of the Corona pandemic. We are therefore all the more pleased to have received the Best Brand award for the eleventh time in a row. It shows that we have been able to offer products and services of the highest quality even during this extraordinary period," says Jörg Harjes, Head of Marketing Independent Aftermarket at HELLA. In the past year, HELLA further expanded its digital communication channels in particular.

"Whether it's through digital video communications, technical information, relevant product information, installation videos or webinars through our online portals, our digital offerings have kept us connected with our customers. In addition, we have also created real added value for them with a wide range of services," which is why HELLA will continue to work on innovative products and services. For example, the company is launching the K-LED Nano, a new beacon for municipal vehicles and tractors. And with the HELLA TECH WORLD workshop portal, HELLA offers independent workshops a continuously growing range of technical information, assembly instructions and online training for smooth repairs.

EuroTransportMedia (ETM) is the leading trade publisher for commercial vehicles. Since 1997, this has been calling on commercial vehicle professionals to vote for their favourite models and brands in the disciplines Best Brand, Best Truck, Best Van and Best Bus. This year, the best brands from 25 categories were nominated for the "Best Brands" award.

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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