



IAA Mobility 2021: Experience HELLA's lighting and electronics innovations on site and digitally

- **The focus of HELLA's presentation in Munich will be on solutions relating to electromobility, automated driving, digital light and software.**
- **HELLA expands trade fair presence with new digital presentation and communication formats**

Lippstadt, August 4, 2021. The internationally positioned automotive supplier HELLA will be presenting a wide range of innovative solutions for the major future topics of electromobility, automated driving, digital light and software at the IAA Mobility 2021 in Munich from September 7 to 12 (Hall A1, Booth B40). "The industry transformation continues to gain momentum. As one of the leaders, HELLA is actively shaping this transformation process by occupying the central mobility trends of tomorrow," says Dr. Rolf Breidenbach, Chairman of the HELLA Management Board. "Against this backdrop, we will specifically use the trade fair which is one of the world's leading mobility platforms to present our future-oriented product portfolio."

The 400 square metre exhibition booth of the lighting and electronics expert primarily offers space for individual customer discussions and selected product presentations. In addition, HELLA is expanding the face-to-face event this year to also include a comprehensive digital platform to present selected product solutions in detail and to enter into conversation with business partners in a virtual manner.

Please note:

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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 preliminary currency and portfolio-adjusted sales of € 6.5 billion in fiscal year 2020/2021 and more than 36,000 employees, HELLA is one of the world's 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

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a century. Furthermore, in its Special Applications segment, HELLA develops, manufactures and sells lighting and electronic products for specialist vehicles.

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