

# PRESS RELEASE

## **HELLA designs characteristic light signature for the new Peugeot 308**

**A radome with the new brand logo, LED daytime running lights and narrow LED tail lights set the scene for the compact car**

**Lippstadt, 7 October 2021.** Automotive design is undergoing a transformation. Driven not only by new technologies, but above all by the desire of manufacturers to give their vehicles a unique look with a high recognition value. For this reason, the internationally positioned automotive supplier HELLA, together with the car manufacturer Stellantis, has developed a characteristic light signature for both the front and rear lighting of the new Peugeot 308.

The central element of the design is in the middle of the radiator grille: the radome, a translucent cover for radar systems, adorns the new Peugeot brand logo. HELLA has contributed its more than 20 years of experience in the radome business to the implementation. "The radome is not only an important eye-catcher, but is also becoming increasingly important in the future with a view to autonomous driving. After all, it protects the sensors, which are essential for autonomous driving, from environmental influences and ensures their functionality," says Dr Frank Huber, HELLA Managing Director responsible for the Lighting Division. In the Peugeot 308, for example, the radome conceals the automatic cruise control ACC with Stop & Go function including lane departure warning.

The hook-shaped LED daytime running lights additionally emphasize the brand's typical appearance at the front of the vehicle. The striking light signature is continued in the rear lighting. This is characterized by narrow full LED taillights displaying the typical three claws. The implementation with EdgeLight technology creates a spatial 3D effect, which ensures a high recognizability of the vehicle on the road.

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