



HELLA Increases Customer Orientation

HELLA enters strategic collaboration with Salesforce

Lippstadt, 22 January, 2015. Customer focus plays a key role for international automotive supplier HELLA. "Offering products and services that are custom tailored to meet the exact requirements of our customers has always been our top priority", attests Dr. Matthias Schöllmann, Managing Director for the OE Sales & Marketing business unit. "At the same time, it is also very important to be able to detect changes in these requirements as well as identify upcoming trends quickly and in a thorough, comprehensive manner so that we can respond in the best way possible". A pioneer of technology in the automotive supplier industry, HELLA has therefore decided to enter a strategic collaboration with Salesforce, the global leader when it comes to cloud-based Customer Relationship Management (CRM) solutions.

By leveraging the CRM platform provided by Salesforce, it will be possible to exchange information between HELLA and the customer on a global basis, in a much faster, more flexible manner, thereby reducing response times. The CRM platform will also be used as a joint platform shared by HELLA sales and service teams around the world. "The new Salesforce-based platform is a win-win solution for everyone involved. While our customers receive solutions faster and more efficiently, we are able to sustainably strengthen our customer relationship so that we can continue to experience organic growth", emphasizes Carsten Albrecht, Managing Director for the Aftermarket business segment.

Please note: This text and corresponding photo material can also be found in our press database at:
www.hella.com/press

HELLA KGaA Hueck & Co., Lippstadt: HELLA is a global, independent, family-owned company with more than 30,000 employees at 100 locations in more than 35 countries. The HELLA Group develops and manufactures lighting and electronic components and systems for the automotive industry and also has one of the largest trade organizations for automotive parts,

PRESS RELEASE



accessories, diagnosis, and services within Europe. In addition, complete vehicle modules, air-conditioning systems, and vehicle electrical systems are produced in joint venture companies. With more than 5,800 people working in research and development, HELLA is one of the most important innovation drivers on the market. In addition, with sales of approx. 5.3 billion euros in fiscal year 2013/2014, the HELLA Group is one of the top 50 automotive parts suppliers in the world and one of the 100 largest German industrial companies.

For additional information please contact:

Dr Markus Richter
Company spokesman
HELLA KGaA Hueck & Co.
Rixbecker Strasse 75
59552 Lippstadt
Germany
Phone: +49 (0)2941 38-7545
Fax: +49 (0)2941 38-477545
Markus.Richter@hella.com
www.hella.com