

Atlanta, GA., 6 July 2022

HELLA INNOVISION 2022 – AMERICAS: New automotive trends are transforming wholesale distribution and workshop businesses

The HELLA Aftermarket presented INNOVISION 2022 - Americas to the top 60 key customers from 15 countries of North, Central and South America. This special event was created specifically for the domestic and international aftermarket. The focus of the presentation at the Porsche Experience Center in Atlanta, GA, in the United States was on the latest innovative solutions from HELLA and Faurecia. These included technologies of tomorrow in the areas of digitalization of lighting, automated driving, brake systems, diagnostic solutions, clean mobility solutions and seating.

Automated driving, digitalization & connectivity, efficiency & electronic mobility as well as individualization are the current trends in the automotive industry. These developments also pose challenges to workshops and aftermarket partners since vehicles are becoming increasingly more complex.

The 92 guests experienced the combined expertise of HELLA, the diagnostic capabilities of Hella Gutmann and the brake systems expertise from Hella Pagid. In addition, HELLA Ventures, a multi-stage venture capital fund, shared its focus on mobility, deep tech, and industrial manufacturing investments in their current portfolio. These combined competencies create innovative products to help change and advance clean mobility trends to ensure the future of mobility is more sustainable. Visitors of the event also had the opportunity to visit the main attractions in downtown Atlanta and experience an adrenaline rush riding with a professional driver around the Porsche test track.

“It was a huge pleasure for HELLA Automotive Sales to host the first ever INNOVISION 2022-Americas,” said Fred Snow, President of HELLA Inc. “The Porsche Experience Center was the perfect venue to introduce key customers and internal partners to FORVIA, the new overarching umbrella brand of HELLA and Faurecia. We are creating the technology of tomorrow, already today.”

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

About HELLA

HELLA is a listed, internationally positioned automotive supplier and a company of the Group FORVIA. Within this factual group, HELLA stands for high-performance lighting technology and automotive electronics. At the same time, the company covers a broad service and product portfolio for the spare parts and workshop business as well as for manufacturers of special vehicles with its Business Group Lifecycle Solutions. HELLA has 36,000 employees at more than 125 locations worldwide and generated currency and portfolio-adjusted sales of € 6.5 billion in the fiscal year 2020/2021.

About FORVIA

FORVIA comprises the complementary technology and industrial strengths of Faurecia and HELLA. With over 300 industrial sites and 77 R&D centers, 150,000 people, including more than 35,000 engineers across 40+ countries, FORVIA provides a unique and comprehensive approach to the automotive challenges of today and tomorrow. Composed of six Business Groups with 24 product lines, and a strong IP portfolio of over 14,000 patents, FORVIA is focused on becoming the preferred innovation and integration partner for OEMS worldwide. FORVIA aims to be a change maker committed to foreseeing and making the mobility transformation happen. www.forvia.com

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