



HELLA contributes innovative modular LED headlamp technology to the all-new 2021 Bronco Sport

- **HELLA created a full LED projector headlamp that increased total lumen performance**
- **Worked with the Bronco team to deliver the iconic round headlamp design**
- **Adds another successful application of the modular lighting system to the portfolio with the bi-functional projector module**

Northville, 27 April 2021. North American automaker, Ford Motor Company and its new outdoor off-road Built Wild™ Bronco™ brand are reintroducing the brand's iconic Bronco 2-door nameplate after a 25-year break from the market, as well as its first-ever Bronco four-door model and Bronco Sport.

Matching its signature Built Wild innovative design DNA, the team at HELLA has added another successful application of the modular lighting system to its portfolio with the bi-functional projector module for the all-new Bronco Sport vehicle. This fully modular LED design gives the all-new Bronco Sport SUV a new sleek look, for the 21st century. The first round of production of headlamps has already started in HELLA's lighting plant in Guadalajara, Mexico.

Working with the Bronco team, HELLA created a full LED projector headlamp that increased total lumen performance, resulting in a brighter lamp and better light distribution. HELLA knew how important it was to deliver on Bronco brand's heritage-inspired looks, and worked with the team to deliver the iconic round headlamp design that dates back to the first-generation Bronco (1966-77). The Bronco Sport SUV includes a sleek connection of the headlamp and incorporates a signature Daytime Running Lamp, giving it the intense Bronco look.

"The Bronco brand's signature round lamps are part of its heritage and we wanted to ensure the all-new Bronco Sport only furthered the new off-road brand's differentiation on the trails with a heritage-inspired design with innovative lighting performance," says

PRESS RELEASE



President of HELLA Corporate Center USA Inc., Steve Lietaert. “We are grateful to be a part of Ford’s history with the building of the new Bronco outdoor brand and with the success of this headlamp, we look forward to further joint development projects with Ford in the future.”

Please note:

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

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.

For more information, please contact:

Dr. Markus Richter
Company spokesman
HELLA GmbH & Co. KGaA
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