



CONEXPO-CON/AGG 2020: HELLA presents innovative and smart LED solutions for the construction industry

HELLA shows comprehensive lighting and electronics portfolio at international trade show

Las Vegas, February 25th, 2020. At CONEXPO-CON/AGG, the international trade show for the construction industries in Las Vegas, the lighting and electronics specialist HELLA will showcase from March 10-14, 2020, its comprehensive range of products for construction vehicles (Booth South Hall 2 S65310).

One of the highlights will be the new LED worklight series Modular Worklight whose design has been adapted to the modular lamp series "Shapeline". By combining these two lighting series, vehicle manufacturers can now give an unmistakable and individual appearance even to their small quantity series. The work lamp series is available in the two design lines "TECH" (classic straight lines) and "STYLE" (dynamically curved). Depending on the required light output, customers can also choose between BASE and PRIME versions. In addition to the standard light distributions for close-range and long-range illumination, the "Modular Worklight" series is also available in the innovative, glare-free illumination variant **ZEROGLARE**. In addition, the new series is already prepared for smart lighting solutions. Vehicle manufacturers can swap a successor generation for smart future solutions one-to-one, eliminating the need for costly design changes to offer their customers a lighting upgrade. With the new smart version, it will be possible to control each worklight and each individual LED independently without their own wiring harness. This makes it possible to address specific work or driving situations individually for the first time.

The new beacon K-LED Rebelution also provides more safety and comfort. This newcomer marries together design, quality and function in one product. Furthermore, HELLA has transferred EdgeLight technology from the automotive sector and then applied for patent approval for the optical warning system segment. The light emerges from a narrow, 8mm-high light band instead of through a dome. The warning effect is



thus ensured: the K-LED Rebelution meets the legal requirements of the European ECE R 65 directive for beacons and is therefore approved to be used on public roads.

HELLA is well-known as a manufacturer of headlights for the automotive industry. Some time ago, however, HELLA greatly expanded its area of expertise to produce not only lighting products but also premium electronic components for the automotive industry and for commercial vehicles such as construction machinery, buses, caravans, trucks, and agricultural or mining machinery. The demands on the components for special vehicles are particularly high here, since they are used under hard conditions. HELLA's wide range of electrical and electronic products offers performance and quality carefully tailored to these requirements. At the CONEXPO-CON/AGG HELLA will showcase for example the radar technology which enables a 360° environment recognition for identifying moving objects around the vehicle like pedestrians - and also Identification of static objects around the vehicle are possible. This is an important safety feature, especially in environments require blind spot detection. In addition, HELLA shows the Intelligent battery sensor and the Rain/Light Sensor and many other electronic solutions.

Experience HELLA's products live at CONEXPO-CON/AGG in South Hall 2 S65310.

PRESS RELEASE



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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 sales of € 7.0 billion in the fiscal year 2018/2019 and 39,000 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.

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