

SHANGHAI (China)
27 June 2024

ALE 2024: FORVIA HELLA Showcases World-Leading Lighting Technologies and Commitment to the Chinese Market

- The exhibits feature cutting-edge lighting technologies and innovative solutions tailored for the Chinese market
- Visit the FORVIA HELLA booth at the Kunshan Huaqiao International Expo Center in Jiangsu Province, booth number B-T210

From June 26 to 28, 2024, international automotive supplier FORVIA HELLA participates in the 19th Shanghai Auto Lamp Industry Development Technical Forum and the 10th Shanghai International Auto Lamp Exhibition (ALE) at the Huaqiao International Expo Center in Kunshan City, Jiangsu Province. At this exhibition, FORVIA HELLA will display its world-leading lighting technologies, showcased earlier this year at CES 2024, for the first time in China. The company will also demonstrate innovative lighting solutions customized for the Chinese market, covering headlamps, rear lamps, interior lighting, and car body lighting. In addition, FORVIA HELLA's technical experts will share insights and achievements in cutting-edge lighting technology at the forum.

"China is a key market in the automotive industry and one of the most important markets for FORVIA HELLA. With the continuous advancement of major trends like electrification, lighting plays an increasingly important role. Innovation in lighting significantly enhances the safety, comfort, aesthetics, and brand differentiation of vehicles", says Didier Keskas, Executive Vice President of Business Group Lighting APAC, and Member of the Lighting Executive Board at FORVIA HELLA. "As a leader in lighting technology, FORVIA HELLA is committed to breakthroughs in technological innovation and customized services, fueling the vigorous development of the automotive industry. Our exhibited solutions integrate cutting-edge technologies and capture the future development trends of the automotive industry. We prioritize sustainable development and cost-effectiveness, aiming to provide diverse and customized lighting solutions for local automakers to help them create more competitive and attractive products."

[FOR FURTHER INFORMATION PLEASE CONTACT](#)

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High-Performance Headlamp System Solutions for All Vehicle Levels

FORVIA HELLA is dedicated to digital lighting, continuously improving light distribution resolution to offer a richer choice for customers. This enhances safety and provides a more convenient information interaction experience for end users. FORVIA HELLA offers comprehensive digital lighting solutions for all vehicle levels, from economy to luxury. With options ranging from 24-pixel and 48-pixel to high-resolution SSL | HD technology with tens of thousands of light pixels, FORVIA HELLA provides customized support for customers. Notably, the digital headlamp system SSL | HD is the world's first high-resolution headlamp based on matrix LED technology available on the market, offering new safety-related lighting functions through intelligent control of up to 25,000 LED pixels per chip.

Sustainable Lighting: Lighting the Path to Sustainable Mobility

FORVIA HELLA's sustainable headlamp design aims to improve recycling through alternative materials and reusable components while maintaining high standards of visibility and illumination. This design incorporates intelligent technology, reduces components, and uses lightweight, thin, and efficient optics as well as surface optics made of biopolymers. Compared to traditional headlamps weighing up to 5 kilograms, the sustainable headlamp weighs only 2 kilograms without compromising performance. These materials achieve a perfect balance of design, function, and cost throughout the headlamp's lifecycle.

RGB LED Rear Lamp with Full-Color Light Animation Function

FORVIA HELLA's RGB LED rear lamp can generate a total of 256 different colour variants from the three basic shades of red, green and blue, thus creating not only dynamic but also multi-coloured lighting animations. In addition to welcome/goodbye scenarios, this also includes coloured animations after locking the vehicle, during the charging process or as a burglar alarm. In addition, the innovative rear combination lamp not only integrates the legally required light functions, such as position light, tail light and direction indicator, achieved through LED technology, but it also significantly elevates the artistic and design aesthetics of the vehicle through its specially developed 3D optical elements .

[ABOUT FORVIA HELLA](#)

FORVIA HELLA is a listed, internationally positioned automotive supplier. As a company of the FORVIA Group, FORVIA HELLA stands for high-performance lighting technology and vehicle electronics and, with the Lifecycle Solutions business group, also covers a broad service and product portfolio for the spare parts and workshop business as well as for manufacturers of special vehicles. With currently around 37,500 employees at over 125 locations, the company is active worldwide and generated adjusted sales of €8.1 billion in the fiscal year 2023. www.hella.com

[ABOUT FORVIA](#)

FORVIA, the seventh largest supplier of automotive technology worldwide, combines the complementary technological and industrial strengths of Faurecia and HELLA. With around 260 industrial sites and 78 R&D centres, over 150,000 employees, including more than 15,000 R&D engineers, in over 40 countries, FORVIA offers a unique and comprehensive approach to the automotive challenges of today and tomorrow. FORVIA consists of six business groups and a strong portfolio of over 13,000 patents. FORVIA endeavours to become the preferred innovation and integration partner for automotive manufacturers worldwide. FORVIA sees itself as a pioneer of change that anticipates the transformation of mobility and turns it into reality. www.forvia.com

FlatLight | μ MX: Innovation Meets Efficiency

FORVIA HELLA's FlatLight | μ MX features a flat design, high efficiency, and outstanding homogeneity and performance. Based on innovative light guide concepts using micro-optical patterns smaller than a grain of salt, this technology achieves a module thickness of only 5 millimeters. This allows for new design options for front and rear lights, reducing energy consumption by up to 80% compared to traditional LED taillights.

Front Phygital Shields: Future Vision, Full Integration

FORVIA HELLA's Front Phygital Shield (FPS) contains a new foil-manufacturing process and a dynamic polyurethane surface that is self-healing under sunlight. The Front Phygital Shield is a highly integrated module designed specifically for the front of the vehicle, and through lighting technology and diverse colors, it becomes a design element that highlights the brand identity of electric vehicles. By integrating sensing technology, radar penetration, heating, and other additional functions, it plays a central role in autonomous driving.

Expertise in the Development and Manufacturing of Localized Lighting System Solutions

FORVIA HELLA has comprehensive local R&D and manufacturing capabilities in China for lighting system solutions, with close partnerships with automotive manufacturers to ensure rapid response and comprehensive support. As of now, FORVIA HELLA Business Group Lighting has set up 10 locations in China, including joint ventures, with 6 technical centers and about 3,500 employees, including around 500 people working in research and development. FORVIA HELLA's largest lighting plant in the Asia-Pacific region, located in Jiaxing, supports its steady development in the Chinese market. FORVIA HELLA remains committed to deepening its presence in China and looks forward to collaborating with the Chinese automotive industry to shape the future of mobility.

Note: You can also find this text and suitable images in our press database at: www.hella.com/press

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