



HELLA US / CANADA
COMPANY PROFILE



HELLA AT A GLANCE



HELLA is a listed, internationally positioned automotive supplier operating under the umbrella brand FORVIA. Within this de facto 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-purpose vehicles with its Lifecycle Solutions business group. HELLA has around 37,500 employees at more than 125 locations worldwide and generated consolidated sales of € 8.1 billion in the fiscal year 2023.

HELLA Automotive Sales, Inc. is the HELLA aftermarket sales and distribution company serving the USA and Canada. We are a world-class supplier to the automotive aftermarket, marine, and special OE accounts. HELLA, Inc. is also the primary marketing arm of HELLA and the joint ventures such as HELLA Pagid Brake Systems, and HELLA Gutmann Solutions. With experience as an original equipment supplier and knowledge in the aftermarket, HELLA's sales force is able to offer a service of excellence in North America.

FACTS



37,500
Employees
(as December 2023)



€8.1 billion
sales in
Fiscal Year 2023



€878 million
R&D
expenditure
in Fiscal Year 2023



+125 Locations
35 Countries



3 Business Groups
- Lighting
- Electronics
- Lifecycle Solutions

LOCATIONS



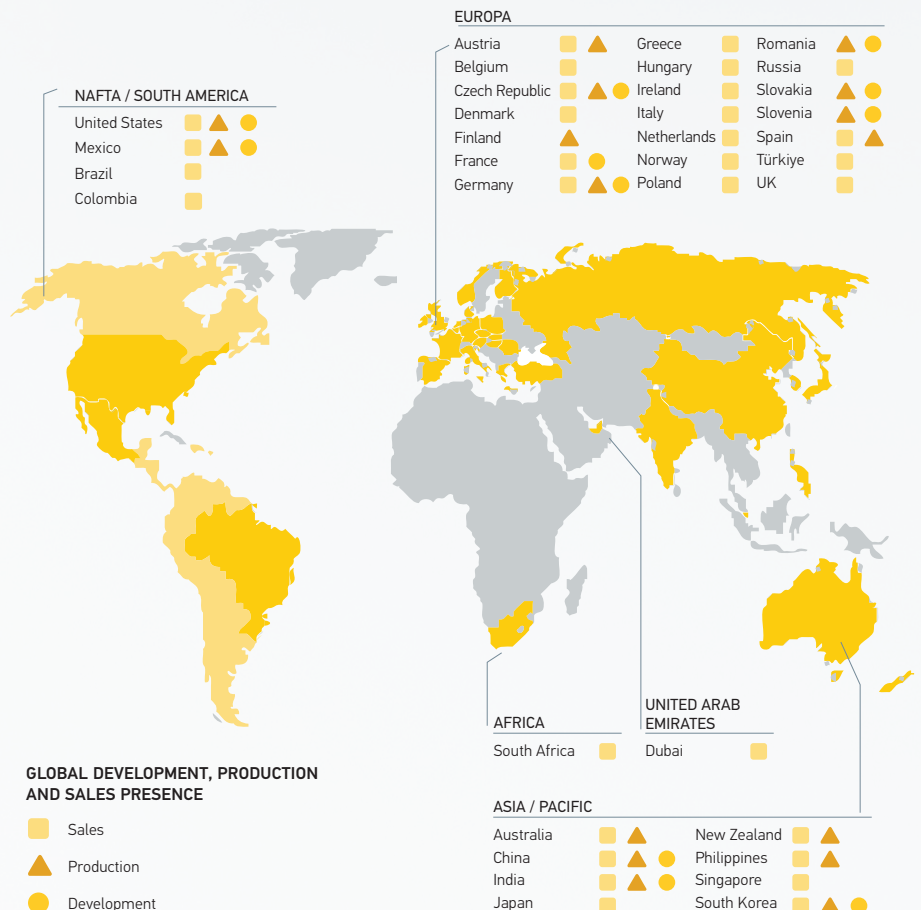
125 years of innovative spirit: celebrate with us!

We have been shaping and transforming the automotive industry since 1899. From our early days as a lamp manufacturer to our current position as a friend of the independent repair shop and partner to the wholesale trade, we have been transferring our OE expertise know-how to the independent aftermarket.

Together with you, we would now like to look back on 125 electrifying and enlightening years full of technical innovations and novelties. **Learn more:**



<https://125years-hella.com/>



LIGHTING AND ELECTRICS



VEHICLE SPECIFIC LIGHTING WITH CAPA TIER 1 VERIFICATION

- Our portfolio has grown from essential technology such as halogen headlamps, xenon, and the latest LED intelligent lighting technology. HELLA develops and manufactures headlamps, rear combination lamps, signal lights, and interior lights for almost all renowned automotive companies. Worldwide, we are among the top five OE suppliers.



AUXILIARY LIGHTING

- HELLA develops the Black Magic, Rallye, Comet, Jumbo and LED light bars, specifically for the off-road market. Quality, power, top lighting performance, and a comprehensive product range are already part of the HELLA tradition. Our engineers constantly refine our product range.



WIPER BLADES

- You can always rely on HELLA wiper blades. Their EASYCHANGE system makes changing them very easy. New HELLA wiper blades are mounted securely and firmly in just a few steps with the appropriate adapter supplied. The rubber blades are coated with graphite, which provides smooth and quiet operation.
- Available as: Cleantech, Hybrid, Metal, Heavy Duty, rear flat blades and OE rear blades



ACOUSTIC WARNING UNITS, RELAYS, FUSES AND FLASHERS

- HELLA disc horns, trumpets, fuses, flashers and relays are designed and manufactured with German precision technology. We work with the most important car brands, the best in the industry, so you can be sure to get the most out of it. HELLA quality is not only seen but heard.



HELLA VALUEFIT

- With HELLA VALUEFIT, HELLA offers a specific product program tailored to the needs of its customers in the aftermarket.
- We use LED technology to provide multi-function lights, single-function lights, work lights, and auxiliary lights.
- All our products offer high quality at a very competitive price.



WORK LIGHTS, OPTICAL WARNING SYSTEMS

- All HELLA work lights are developed and manufactured to meet the highest quality demands so that they can achieve maximum performance.
- Our range of optical warning systems (OWS) comprises various technologies, with high-quality LED technology.

AUTOMOTIVE BULBS



As a technology leader in intelligent light distribution (whether halogen, xenon, or LED) and as a partner of renowned international vehicle manufacturers, HELLA always meets the highest expectations regarding product quality performance. The bulb set's differentiator is its advanced technology and commitment to quality based on rigorous testing. This means excellent visibility thanks to high performance and minimal failure rates in the field (long service life).



Quickly find the catalog product you are looking for:

www.hellausa.com

ELECTRONICS AND BRAKE SYSTEMS

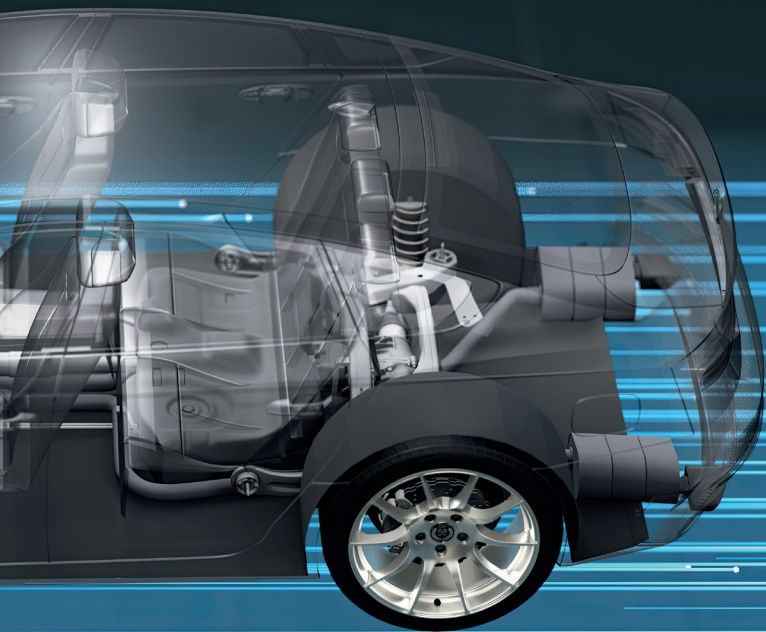
HELLA brings original equipment expertise.

Independent workshops can take advantage of HELLA's extensive experience in original equipment and a comprehensive range of electronics and brake system solutions.

EFFICIENCY

| | | | | | | |
|---|---|--|--|---|---|---|
|  Air Mass Sensor |  High-pressure Fuel Pump |  MAP Sensor |  EGR Valve |  Turbo Charger Actuator |  Circulating Pump | |
|  Intelligent Battery Sensor (IBS) |  Temperature Sensor |  Speed Sensor |  Exhaust Gas Pressure Sensor |  Additional Water Cooling Pump |  Preglow Relay | |
|  Fuel Pump |  High Temperature Sensor |  Reverse Light Switch | | | | |
|  Oxygen Sensor |  Accelerator Pedal | | | | | |
|  Fuel Pump Relay |  Voltage Reducer | | | | | |
|  Electronic Throttle Valve Unit |  Knock Sensor |  Oil Level Sensor | | | | |
|  Oil Pressure Switch |  Temperature Switch |  Glow Plug |  Throttle Position Sensor |  Control Valve, Camshaft Phasing |  Alternator | |
|  Ignition Module |  Ignition Coil |  Spark Plug |  Coolant Thermostat |  Idle Speed Control |  Starter |  NOx Sensor |





BRAKES



Brake Rotors



Brake Pads
Low-Met, Ceramic,
Semi-Metallic



Calipers



Brake Fluid



Wear Sensor and
Accessories

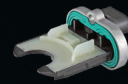
SAFETY



Blind Spot Assistant



Rain-Light Sensor



Steering Angle
Sensor



Radar
CAPA Tier 1 Verification



Wheel Speed Sensor



Central Locking



Stoplight / Clutch Pedal
Switch



Wiper Control Unit



Vacuum Pump



Horn



Washer Pump



Flasher Unit

COMFORT



Hydraulic Steering
Pump



Trailer Tow Module



Air Quality Sensor



Park Distance Control



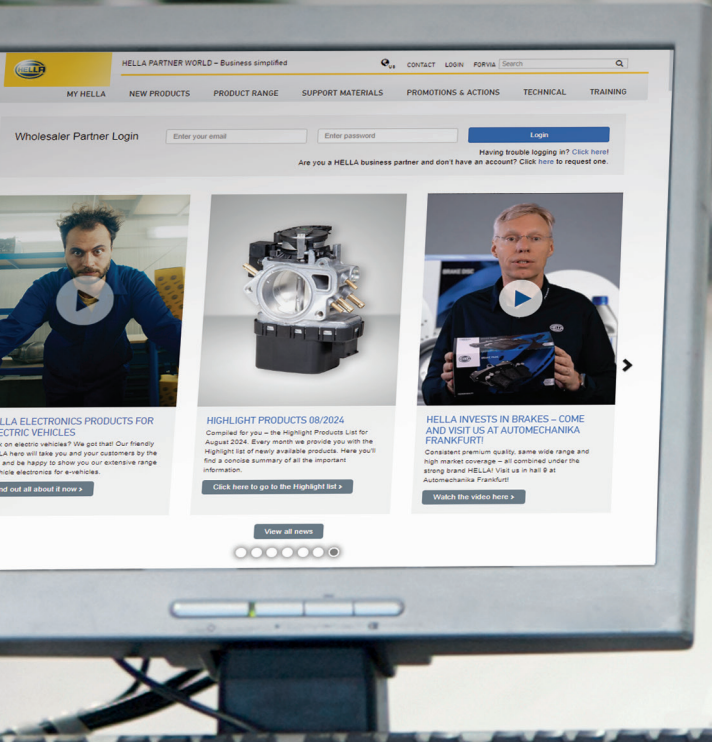
Mini Relay

More information you
can find here



DIGITAL SERVICES

This section is devoted to helping customers and visitors navigate to the correct sites according to the individual needs of original equipment, distributors, dealers and professional repair shops.



HELLA PARTNER WORLD

Real-time product availability
 Online Ordering
 Open Order Reporting (See Status by PO, Ship Date, Back Order Lead Times, and more!)
 Customer Specific Pricing (Jobber / WD / Net)
 Order Tracking information (LTL, UPS and FedEx)
 Digital Product Images with Application Data and OE X-references
 Access invoices and credit memos
 HPW Monthly Newsletter with Exclusive Promotions



HELLA TECH WORLD

Online platform for workshops
 Vehicle-specific repair Information
 Technical information
 Technical videos
 Responsive design



HELLA PART FINDER

All vehicle specific parts at a glance



www.hellausa.com

Company information, online catalogs (PDFs)



www.myhellalights.com

Auxiliary Lights, signal lighting, bulbs, horns, wiper blades, light bars and accessories

SOCIAL MEDIA

- Facebook www.facebook.com/hella.usa
- Facebook www.facebook.com/hellamarine
- YouTube www.youtube.com/myhellalights
- Instagram www.instagram.com/hella.usa
- LinkedIn www.linkedin.com/company/hella

APPS AND ONLINE TOOLS FOR SMARTPHONES AND TABLETS

www.hella.com/apps



Horns



Auxiliary Lighting
ELIVER



Electronics
ELIGRO



BrakeGuide



NightDrive
(Game)

APPLICATION DATA

| MAPPING OF INFORMATION | OPTICAT | EPICOR | WHI | DCI | SDC |
|---------------------------|--------------------------|--------|------|-----------------------------|--------------------------|
| HELLA Product Line | Code | Code | Code | Code | Code - Under HELLA, Inc. |
| Automotive Bulbs | HELLA ALL | HES | HLA | Only bulbs and wiper blades | HELLA |
| Vehicle Specific Lighting | HELLA ALL | HES | HLA | | HELLA |
| Fuel Pumps | HELLA ALL | HEV | HLA | | HELLA |
| Windshield Wipers | HELLA ALL | HEM | HLA | Only bulbs and wiper blades | HELLA |
| Electrics and Electronics | HELLA ALL | HEP | HLA | | HELLA |
| Optilux | HELLA OPTILUX | OPL | HLA | Optilux Lighting | Optilux |
| HELLA Pagid Brakes | HELLA PAGID BRAKE SYSTEM | HEA | HPD | | HELLA Pagid |
| HELLA Pagid Silver | HELLA PAGID SILVER | HED | HPN | | HELLA Pagid |
| Pierburg by HELLA | HELLA PIERBURG | PGP | PIG | | Pierburg |

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Universal Lighting

A nighttime city skyline is visible in the background, with a prominent skyscraper in the center. In the foreground, the rear end of a dark-colored car is visible on the right side, with its taillight and bumper partially shown. The overall scene is illuminated with a blue and purple color palette, suggesting a night setting.

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08.2024