



HELLA presents new aftermarket image video

Positioning as partner of the wholesale trade and friend of the independent workshop is to be further strengthened

Lippstadt, November 25, 2020. Lighting and electronics expert HELLA has produced a new image film to highlight its comprehensive range of services for independent workshops and wholesalers. The company is thus strengthening its good position in the aftermarket. "With a commercial range of more than 35,000 articles from the lighting, electrics, electronics and brake systems sectors, HELLA is already one of the top partners in the independent aftermarket in Europe," says Jörg Harjes, Head of Marketing Independent Aftermarket at HELLA. "Together with our partners in the wholesale trade and in the workshops, we want to expand this further."

Due to the advancing electrification and the trend towards autonomous driving, the number of electronic components as well as the software share in vehicles continues to increase. Moreover, other comfort functions and new headlamp technologies are also included. As a result, automobiles are becoming increasingly complex - and so is the parts market. In order to make repair processes more efficient and reduce downtimes, HELLA supports both wholesalers with targeted services and workshops throughout the entire repair process.

This begins with the acceptance of the vehicle. Thanks to state-of-the-art diagnostic equipment and comprehensive data management, faults and spare parts can be identified quickly. The technical hotline provides support for more complex questions. Free services such as HELLA TECH WORLD help with the repair process itself. Here you will find over 1,500 vehicle-specific repair information, numerous videos as well as tips, tricks and other technical information. The extensive training and education programme also keeps mechanics up to date with the latest technology.

HELLA supports wholesalers with first-class data management and flexible logistics services. In addition, they can find all the relevant information for their daily business in

PRESS RELEASE



the online portal HELLA Partner World. With these all-round services, HELLA is positioning itself as a partner of the wholesale trade and a friend of the independent workshop.

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.

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