



CLAAS honours HELLA as "Supplier of the Year 2020"

Agricultural machinery manufacturer CLAAS pays special tribute to HELLA's high innovative strength

Lippstadt, 23 June 2021. At the end of April 2021, the internationally positioned automotive supplier HELLA was presented with the "Supplier of the Year" Award in the Innovation category by the agricultural machinery manufacturer CLAAS. With this award, the company acknowledges the high degree of transparency and initiative in the development of new lighting and electronic solutions. This year, for the first time, the award for the best suppliers took place online via a web conference.

For several decades now, HELLA and CLAAS have been working together to develop innovative and tailor-made lighting and electronic components, from prototype to pre-series to series production. "I would like to thank the entire HELLA team for their great commitment to serving this important customer for us," said Kristian Vuksan, Director Global Sales Agricultural, Turf and Utility Machines at the event. "This award is a great honor for us and validates our ability to transfer innovative technologies from the automotive sector to our heavy duty customer segment. This motivates us even more to continue to develop and implement design-driven solutions in a modular manner in conjunction with smaller production volumes."

In the near future, HELLA will be launching innovative developments such as matrix illumination for the agricultural and construction machinery sector as well as smart work lamps. The transfer and adaptation of technology and quality know-how from the automotive sector forms the basis for the high competitiveness in terms of costs and innovations.

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 € 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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