



PRESS RELEASE

HELLA at the Automechanika Frankfurt Digital Plus

Prepare for the future with webinars

Lippstadt, September 9, 2021. The internationally positioned automotive supplier HELLA and Hella Gutmann will be presenting themselves on the online platform of the Automechanika Frankfurt Digital Plus from 14 to 16 September 2021. "At last, the aftermarket sector can meet again at Automechanika. We look forward to digital networking with our customers, for whom we provide comprehensive know-how on the digital platform," says Jörg Harjes, Head of Marketing Independent Aftermarket at HELLA.

On the Tuesday of the fair, Hella Gutmann will start at 11:45 a.m. with a half-hour presentation of the latest diagnostic device, the mega macs X. Thanks to its consistently modular concept and new, additional protocols for communication with modern vehicles, the mega macs X adapts flexibly to any workshop size and is also future-proof. Workshops will also receive up-to-date information on camera calibration with the CSC tool, remote coding and calibration with macsRemote Services and digital maintenance plans from macsDIA at Hella Gutmann.

Afterwards, from 12:30 p.m. to 1:00 p.m., interested parties can find out more about the "Electronics of the Future" in German or English with the HELLA webinar. In 45 or 30 minutes, the webinar provides an overview of the megatrends in the automotive industry as well as the path from the development of electronic products to their repair. "The focus here is on valuable tips for daily workshop work that can be directly implemented practically and speed up repairs," says Harjes.

On Thursday, 16 September 2021, HELLA will offer further expertise in German and English with the webinar "Energy Management" from 1:30 pm to 2:00 pm. In around 25 minutes, the webinar vividly illustrates the products involved in vehicle electrification: from the latest starters and alternators to the latest DC/DC converters for electric



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vehicles. In addition, automotive mechanics will also receive advice on how to master the future challenges of energy management in the vehicle.

In addition to the webinars, HELLA and Hella Gutmann are providing a wealth of information on the digital platform. In the online environment, automotive workshops can find product details on electrical and electronic items, vehicle-specific lighting, starters and alternators and the HELLA spare parts portfolio. At Hella Gutmann, the focus of the online presence is on diagnostic solutions and professional and safe camera and radar calibrations. More video material about the mega macs X and the CSC tool will also be provided.

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 currency and portfolio-adjusted sales of € 6.5 billion in fiscal year 2020/2021 and more than 36,000 employees, HELLA is one of the world's 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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