

Hella International Telegram

Hella KGaA Information

N°3/2004

**“Quality from Hella.
My customers are worth it!”**

**For more Information:
See page 2**

**100 % quality from Hella.
My customers are worth it.**

**Safety factor: headlamp quality:
Test results* that make you think twice!**

1. Beam pattern	2. Beam pattern	3. Beam pattern	4. Beam pattern	5. Beam pattern
...

100 % Hella = 100 % safety!

HELLA
Hella KGaA
40374 Lippstadt, Germany

**Headlamp Comparison!
Test report for garages.**

**Hella output parts compared
with other headlamps.**

HELLA
Hella KGaA
40374 Lippstadt, Germany

The night is full of surprises !!

Which is why we recommend Hella headlamps:

Five tough tests prove reliability and performance

HELLA
Hella KGaA
40374 Lippstadt, Germany



Quality from Hella - "My customers are worth it!"

This statement is the theme of the Hella Lighting Campaign 2004, the goal, not a single customer should leave the repair garage with a headlamp of inferior quality. With the Lighting Campaign 2004 we aim to clamp down on the apparent success of products of inferior quality. In this campaign, we not only talk about quality, we also reveal clearly just how serious the differences are. We highlight the defects detected in poor quality headlamps and warn about the consequences. The main advertising document is the **test report**. In this, we document the results of the comparative tests between Hella original

parts and headlamps of inferior quality. The results are alarming! After reading this report responsible wholesalers and garage partners will say: "Don't touch poor quality!" We have developed a diverse range of advertising products for this new campaign: e.g. posters and flyers the purpose of which are to inform both the garage and the end consumer as to the perils of inferior quality. Version 2.0 of the Internet game Light Driver flanks the campaign; its predecessor was extremely successful. Light Driver 2.0 offers even more exciting driving situations that the driver can only master using optimum lighting. Proving perfect lighting is the best way to insure you reach your destination safely.



The keyvisual of the international Lighting Campaign 2004.

With the Lighting Campaign 2004 Hella is also starting an added value campaign based on the two added value components quality and support. This is our asset and is what makes us stand out from other suppliers. It is the "plus" that makes Hella partners successful!

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New products in the Lighting division

Brilliant white thanks to CELIS® technology: The new rings of the Golf III

Now there's not only the original upgrade to the lighting technology of modern lamps available, but a **CELIS® upgrade**, too. The CELIS® upgrade marks the top current technical development. The light ring is made up of LEDs. The result: a brilliant white position light (6,000° Kelvin) which attracts much more attention and is therefore much

safer in traffic than the yellowish colour of a filament bulb ring (2,800° Kelvin). Further technical highlights: precision reflector, weatherproof, clear-glass lens made of real glass.

VW Golf III CELIS® upgrade
Right-hand traffic **1AL 009 213-801**
Left-hand traffic **1LL 009 213-811**



Thinlite:

Central high-mounted stop lamp with 10 powerful LEDs

The new additional safety dimension for buses, caravans, motor homes, cars, special bodywork. Installation height only 9 mm. Can be mounted horizontally and vertically - screw or self-adhesive attachment.

Screw version: including screw caps the same colour as the lens and 3 metre cable.

Thinlite central high-mounted stop lamp



Screw attachment, red
2DA 343 106-001
Adhesive attachment, red
2DA 343 106-201



Screw attachment,
smoked glass
2DA 343 106-021
Adhesive attachment,
smoked glass
2DA 343 106-221

Search lamps

With the hand search lamp and the interior swivelling search lamp, Hella is supporting all the professions that need targeted powerful light. The compact yet extremely powerful **hand search lamp** is ideal to help you get your bearings at night. It has two halogen light sources in a double reflector: for close-range and for long-range illumination - controlled by two independent switches: One on/off switch for permanent lighting and one with Morse function for additional light. Power supply is via a 3.5 m spiral cable with universal plug for the cigarette lighter and Iso-socket. The **interior swivelling search lamp** can be mounted in the vehicle roof. Despite its compact design the two perfectly matched halogen



Hand-held search lamp ▲
1H5 998 502-002

Interior swivelling search lamp

1H5 998 502-022

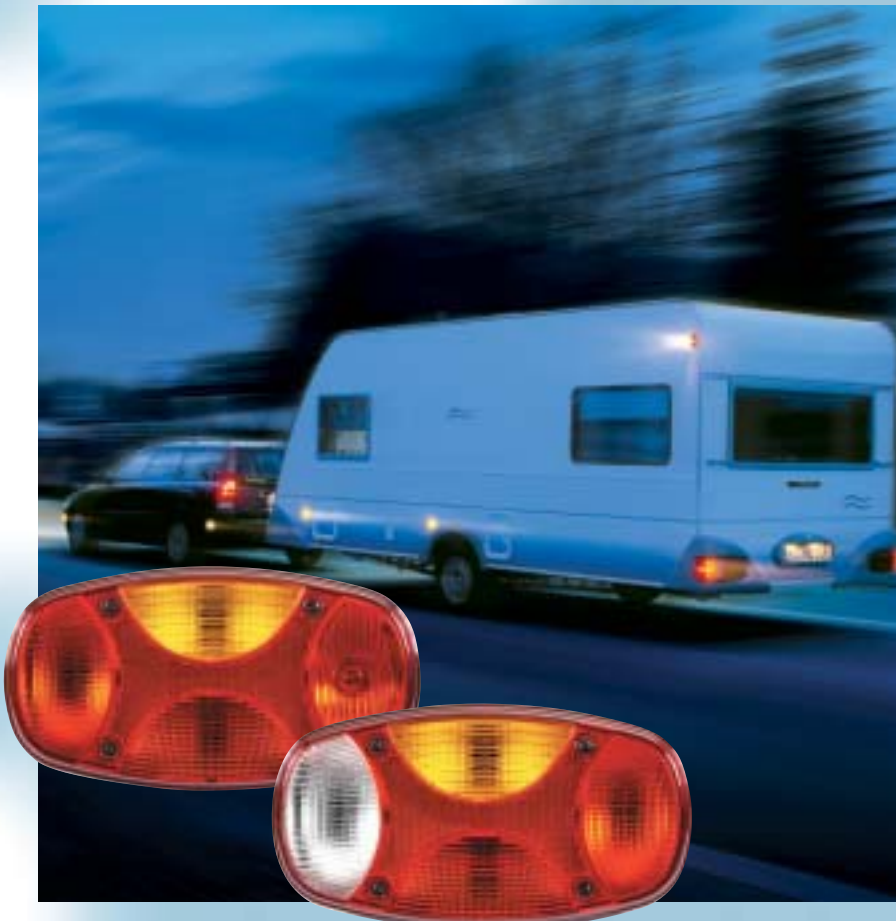
light sources in the double reflector achieve a significant light output. Its radius of action: 360° horizontal and 30° vertical.

Both search lamps are made of sturdy, impact-proof plastic.

The high-sheen metallized reflector is made of die cast aluminium.

“Cargoluna“:

Attractive rear end for commercial vehicles



With the combination rear lamp "Cargoluna" the Hella designers have proved once again that even commercial vehicle lamps can be a delight to look at. The new favourite for car trailers, motor homes, municipal vehicles, agricultural and construction machinery. Compact design with brilliant-finish appearance in a modern look. Homogenous beam pattern, can be mounted both horizontally and vertically. Low-profile surface-mounting is possible thanks to the backside cable channel. Bush version suitable for 12 and 24 Volt operating voltage. Additional versions available with „Deutsch central plug“. Can be used to replace the predecessor versions of the "6040" model series.

Left: Tail, stop light, direction indicator, rear fog light, reflex reflector
2VA 343 640-071

Right: Tail, stop light, direction indicator, reversing light, reflex reflector
2VA 343 640-021

Innovations in the area of passenger car lighting

As a development partner of the international auto-motive industry, Hella is a motor of technical progress.

The comprehensive range of Hella original parts has been supplemented by even more attractive products:

BMW 5 Series (E60)

Bi-Xenon main headlamp

Bi-Xenon module for low beam/high beam, with additional H7 high beam, position light with light guide rings and white direction indicator under a clear-glass cover lens. White side marker lamp uses LED technology.

from 07/03 →, for right-hand traffic;
left/right **1EL 160 295/296-001**

for left-hand traffic;

left/right **1LL 160 695/696-001**

with swivelling Bi-Xenon module

from 07/03 →, for right-hand traffic;
left/right **1EL 160 287/288-011**



Lancia Y main headlamp

With headlamp levelling device, H7 low beam, H3 high beam, direction indicator and position light.

from 10/03 →,
for right-hand traffic; left/right

1EB 270 521-011/-021



Opel Astra H

Xenon main headlamp

Xenon-DE main headlamps. Xenon-DE module for low beam, H7 high beam (FF reflector) with position light in the high beam chamber, integrated direction indicator.

Interior dynamic headlamp levelling stepper motor.

from 03/04 →,
for right-hand traffic; left/right

1EL 008 700-311/-321

for left-hand traffic; left/right

1LL 008 700-331/-341



VW Golf V main headlamp

H7 low beam, H7 high beam, headlamp levelling device, direction indicator and position light.

10/03 → 05/04,
for right-hand traffic; left/right

1EG 247 007-011/-021

for left-hand traffic; left/right

1LG 247 007-031/-041

from 06/04 →,
for right-hand traffic; left/right

1EG 247 007-171/-181

for left-hand traffic; left/right

1LG 247 007-191/-201



Renault Scénic J84 main headlamp

H7 low beam and H1 high beam, direction indicator and position light.

from 05/03 →,
for right-hand traffic; left/right

1EG 008 862-171/-181



VW T5

combination rear lamp set

For Multivan, California and Transporter. Except for vehicles with wing doors. Silver-coloured bulbs in the direction indicators.

from 02/03 →,
red/black/red, for right-hand traffic;
left/right

2SK 008 579-151

2SK 008 579-161



VW T5 fog lamp

Suitable for left and right-hand traffic. With built-in HB4 bulb.

from 01/03 →,
left/right **1NO 270 481-051/-061**



VW Touran fog lamp

Suitable for left and right-hand traffic. With built-in H11 bulb.

from 01/03 →,
left/right **1NO 270 596-051/-061**





The new garage sets from Hella: Clear, practical, compatible

Sometimes it's the little things in life that make work much easier. Which is why Hella has developed a practical range that stores various consumables in clearly sorted and sturdy cases. That saves time and makes organisation in the garage easier.

Clever: the "Handy-Box"

The versatile Handy-Box was developed as a practical accessory: for storing and transporting four set cases at the same time. It can also be attached to the wall as a shelving system. The boxes can be fixed together side by side. Empty cases, case inserts, installation and service parts can be ordered individually at any time.



ATO/Mini flat fuse set
8JS 009 257-801



Crimp connector set,
insulated
8KW 009 254-801



Crimp connector set,
non-insulated
8KW 009 255-801



"Superseal" plug housing set
8JA 009 256-801



"Duraseal" crimp connector set
8KW 009 253-801



Universal O-ring set for cars
and commercial vehicles
9GR 351 254-921



Ensuring the right dose

For simple and precise dosing of the contrast agent quantity, Hella has included the Glo-Leak Revolver System (part no. **8PE 351 225-391**) in its range.

The system is comprising a tool with a rotatable measuring rod, a hose connection R134a, an adapter R134a/R12, 6 contrast agent cartridge plus 1 "start" cartridge for the first filling on the hose connection. Using the Glo-Leak Revolver System

ensures that the optimum dose of contrast agent is used for every application. One rotation of the measuring rod equals one application. The set is light and compact and very easy to handle. It is also very flexible, as the tool can be used for single and multiple cartridges. To round up the range, there are the following refill cartridges - also available from Hella:

■ 6X1 dose UV dye cartridge (part no. **8PE 351 225-821**) - single dose for easy control of quantity and

traceable invoicing

■ 25 dose UV dye cartridge (part no. **8PE 351 225-401**) - multiple dose cartridge for cost reduction

The Hella Glo-Leak Revolver System is supported by a Product Information and also included in the brochure 'Professional Tools', the new Air Conditioning Catalogue 2004/2005, the Electronic catalogue TecDoc and TECCOM and the Hella Online catalogue.

Hoses: 1.5 metre lengths now available in the Hella air conditioning range

Supplementing the 15 metre rolls, Hella now also supplies individual 1.5 metre hose lengths. Size 6 hoses are most often used as

liquid lines. Size 8 hoses are used for high-pressure compressor lines. Size 10 and 12 hoses are used as suction lines.

1.5 metre standard hose

No. 6:	9GS 351 189-071
No. 8:	9GS 351 189-081
No. 10:	9GS 351 189-091

1.5 metre thin-wall hose

No. 6:	9GS 351 190-041
No. 8:	9GS 351 190-051
No. 10:	9GS 351 190-061
No. 12:	9GS 351 190-071



New pressure gauge set Vacuum pump oil now available in 1 litre bottles

The new pressure gauge set replaces the testing device previously in the range. Its new low-pressure manometer can withstand loads of up to 15 bar. This makes it suitable for flushing the AC system using nitrogen as well. The pressure gauge set for analysing the correct pressures in the R134a air conditioning systems is supplied in a handy plastic carrying case. Complete with 4-valve pressure gauge including hoses and quick-fit couplings, sight glass and two adjustable, vibration-proof manometers.

Multimeter **8PE 351 216-271**



Vacuum pump oil is now available in handy 1 litre aluminium tins. As this oil is highly hygroscopic, the smaller packaging quantity helps the customer to avoid waste. Vacuum pumps require approx. 200 - 300 ml of oil, which means this packaging size is better adapted to the actual requirements.

Vacuum pump oil
1 litre **8FX 351 215-011**



Universal O-ring set for the Hella Handy-Box

All the important O-rings required for service and repair work on the air conditioning systems of cars and commercial vehicles are on hand in 32 compartments.

Universal O-ring-set for cars and commercial vehicles
9GR 351 254-921



Condensers: extension to the range with 226 applications

Thanks to 17 new products, the Hella air conditioning range now offers more than 370 condensers:

8FC 351 301-041	Audi A4, A4 Avant, A4 Cabrio
8FC 351 301-041	Audi A3
8FC 351 301-081	Chrysler Voyager II
8FC 351 301-031	Citroen Xsara Picasso
8FC 351 301-101	Lancia Lybra, Lybra Station Wagon
8FC 351 301-021	MAN M2000, L2000
8FC 351 301-091	Mazda Premacy
8FC 351 301-111	Mitsubishi Space Runner, Space Wagon
8FC 351 301-011	Nissan Terrano II
8FC 351 301-031	Peugeot 406, 406 Break, 406 Coupe
8FC 351 300-791	Saab 9-3
8FC 351 301-041	Seat Altea
8FC 351 301-061	Seat Leon, Toledo
8FC 351 301-001	Suzuki Swift II, Swift Cabrio
8FC 351 301-051	VW Caddy, Touran
8FC 351 301-041	VW Golf V
8FC 351 301-061	VW Golf IV, Bora



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The 500th Hella Service Partner in the UK

On the 7th of June Mark Britt and Mike Wright visited Forrest Motors in Lincoln to present them with their HSP Certificate and to recognise the milestone of Forrest Motors being the 500th registered Hella Service Partner in the UK.

Forrest Motors is owned and run by Derrick Forrest, a BMW trained technician who now specialises in the servicing and repair, including air conditioning systems, of BMW vehicles.

Forrest Motors moved into their current, purpose-built premises in November 2003 and the professional standards of workmanship and cleanliness are a credit to Derrick and to the Hella Service Partner network in the UK.



Forrest Motors are serviced by Prolek AES Lincoln, the local independent Hella distributor.

People in the photo L-R are: Mike Wright - Area Sales Manager, Hella Ltd, Mark Britt - Marketing Services Manager, Hella Ltd, Derrick Forrest - Owner, Forrest Motors, Lincoln, Alex Alcock - Salesman, Prolek AES Lincoln - Hella distributor

Automechanika in Frankfurt

Frankfurt. The month of September saw Frankfurt host this year's biannual Automechanika trade show, Hella featured prominently in this important fair for the automotive parts aftermarket. Based on our "4+2" concept the Hella stand highlighted the four main competence fields of Lighting, Electrics, Electronics and Air conditioning backed up by Sales Support and Technical Service.

The numerous trade visitors to the 900 square metres Hella stand were supplied with detailed information regarding extensions to product ranges and the ever-expanding scope of services on offer. An operational workstation for the repair and remanufacturing of engine control units was on display in the technical area giving our visitors an insight into this rapidly expanding area of business. In addition, our fair guests were invited to have a virtual look "around the corner" in the Technical Service area of the stand. Visitors were able to experience the advantages of bend lighting live in our newest simulator "Night Driver". In the Sales Support area visitors were able to see the added value of sales support from

Hella for themselves. The focus was on strong online support for the target group wholesalers, they were able to experience the "Aftermarket Club" a protected online communication tool for this target group live.

"Everything that makes autos move!" was the motto of the Automechanika 2004. And Hella certainly lived up to this at the fair. With our "4+2 concept" we have made the road to success wider, keeping us on track for the future.



Truck lighting



Area Sales Support for all target groups

Lighting

Electrics

Electronics

Air Condition-
ing

Sales
Support

Technical
Service

Our Ideas,
Your Success.

**„When it comes
to headlamps
we choose Hella.
Who else?“**



Hella supplies original equipment for top international car manufacturers who require top quality.

Why should you or your customers accept less?



**Ideas today for
the cars of tomorrow**