

# **HELLA AT A GLANCE**



**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**







€8.1 billion sales in Fiscal Year 2023



€878 million R&D expenditure in Fiscal Year 2023



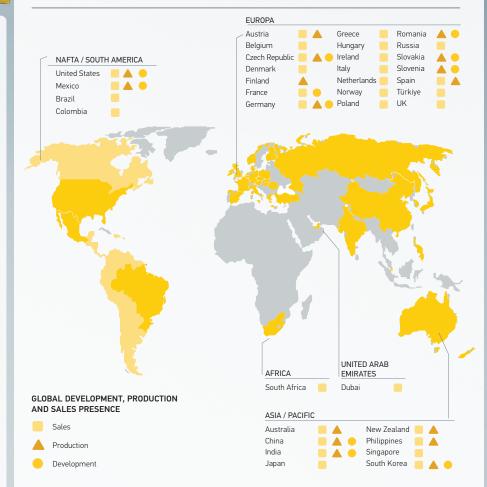
+125 Locations 35 Countries



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



### **HELLA VALUEFIT**

AUTOMOTIVE BULBS

- 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.

# ACOUSTIC WARNING UNTIS, 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.



### 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.



Quickly find the catalog product you are looking for:

www.hellausa.com



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).

# **ELECTRONICS AND BRAKE SYSTEMS**

HELLA brings original equipment expertise.



Coolant Thermostat

Idle Speed Control

Starter

NOx Sensor

Spark Plug

**Ignition Coil** 

Ignition Module











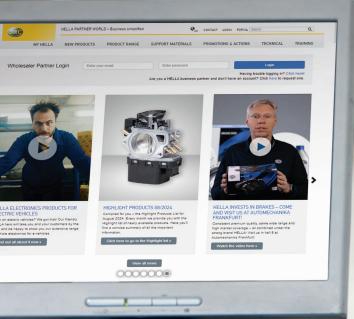






# **DIGITAL SERVICES**

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.





WD / Net)

### 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 /

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



### www.hellausa.com

Company information, online catalogs (PDFs)



#### **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.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



FI IVFR

Electronics ELIGRO



BrakeGuide



NightDrive (Game)

### **APPLICATION DATA**

MAPPING OF INFORMATION HELLA Product Line	OPTICAT	EPICOR	WHI	DCI	SDC
	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	0PL	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

# **HELLA US/CANADA TEAM**

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### VICE PRESIDENT SALES AFTERMARKET, US/CAN

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SALES SPT. / REPORTS



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LOGISTICS / WAREHOUSE

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# **CUSTOMER EXCELLENCE**



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Casey Callaway Casey.Callaway@forvia.com +1 (770) 631-7538

#### PRODUCT MANAGEMENT



Chris Fear Chris.Fear@forvia.com +1 (404) 388-0768 Starters & Alternators, Filters, Other Universals, New Business Development



Carrie Haney Carrie.Haney@forvia.com +1 (404) 992-8970 Electrics / Electronics



**Bria Tiller** Bria.Tiller@forvia.com +1 (470) 526-1952 **Brakes** 



Aldo Scott Aldo.Scott@forvia.com +1 (770) 539-5499 Global PM Universal Lighting

**ORDER FULFILLMENT** 



John Roney John.Roney@forvia.com +1 (404) 432-6023 Universal Lighting

SALES SPECIALIST

# PRODUCT MANAGEMENT E-COMMERCE



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