



HELLA at 2018 Automechanika: OE competence meets diagnostics

- **HELLA and Hella Gutmann Solutions for the first time at a joint stand in Hall 9.0**
- **En route to the Workshop 4.0: daily trainings at the HELLA Academy Forum at HELLA fair stand**
- **mega macs 77: the Hella Gutmann state-of-the-art product showcases the future of vehicle diagnostics**

Lippstadt, Germany, July 12, 2018. At this year's Automechanika in Frankfurt, the leading international trade fair for automotive aftermarkets, lighting and electronics specialist HELLA will for the first time present its bundled expertise for the workshop business at Hall 9, Stand A88. Under the motto "OE competence meets diagnostics" the brands HELLA, Hella Gutmann, Hella Pagid and Behr Hella Service will present product highlights, workshop equipment solutions and technologies of the future at their joint 1,500 square meter stand from September 11 to 15, 2018.

As the Workshop's Friend, HELLA's move from its former fair location at Hall 3 illustrates the importance of workshop proximity to the group. Halls 8 and 9 are focused on the core equipment without which workshops cannot master an efficient and competitive daily work routine. This includes system and component part competencies in the areas of electronics, lighting, thermal management and brakes as well as diagnostics, calibration, exhaust measurement and beamsetters.

Visitors to the HELLA fair stand will gain an overview of state-of-the-art car technologies and current workshop equipment products, such as mega macs 77. As technology carrier, it shows where diagnostics are heading. Complementing the presentations of product highlights, daily trainings at HELLA's onsite Academy Forum will illustrate how technologies and repair solutions are linked. The trainings will grant insight into the current state of diagnostics technology while providing an outlook at the Workshop 4.0. Technicians at work will for example retrieve information and repair support via novel

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digital ways and have it directly displayed in their field of view. There will also be a presentation of a smart solution for over the air reception of mobile data and the calculation and generation of lucrative orders.

Experience HELLA at the Automechanika, from September 11 to 15, 2018 (Hall 9, Stand A88).

HELLA press conference: Tuesday, September 11, 2018, 3 - 3:30 pm (local time) at HELLA fair stand.

Please note:

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www.hella.com/press

HELLA GmbH & Co. KGaA, Lippstadt: HELLA is a global, family-owned company, listed on the stock exchange, with around 40,000 employees at over 125 locations in some 35 countries. The HELLA Group develops and manufactures products for lighting technology and electronics for the automotive industry and also has one of the largest retail organizations for automotive parts, accessories, diagnostics, and services within Europe. With nearly 7,000 people working in research and development, HELLA is one of the most important innovation drivers on the market. Furthermore, with sales of 6.6 billion euros in the fiscal year of 2016/2017, the HELLA Group is one of the top 40 automotive parts suppliers in the world and one of the 100 largest German industrial companies.

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