



HELLA New Zealand SPOTLIGHT

Bringing you the latest information from HELLA New Zealand

ISSUE #15 2017

International Rally of Whangarei 2017 SLIPPERY when WET



**SPOTLIGHT
ON BUSINESS**
Newlands Group



TALE EXPO
TRANSPORT & HEAVY EQUIPMENT

HELLA unveils
state of the art
LED technology



**NEW
PRODUCT**

ULTRA BEAM
GEN II LED
WORK LAMP

Award Winning
Hella marine



HELLA Wins Prestigious Daimler Award

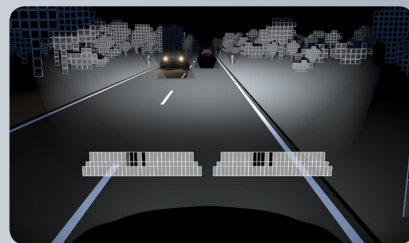
HELLA Germany receives Daimler Supplier Award 2016 in the category Quality

Every year Daimler awards selected suppliers that have stood out thanks to their superior performance and collaborative partnership. Daimler AG Board of Director members and the heads of purchasing departments praised HELLA for the professional quality performance during the ramp-up phase of the innovative MULTIBEAM LED headlamp in the new E-Class as well as for its high-quality series production.

"We're delighted about this award and are proud of having successfully implemented such an innovative and technologically complex product, as is the MULTIBEAM LED headlamp, in collaboration with our customer Daimler", said President and CEO Dr. Rolf Breidenbach when accepting the award on behalf of HELLA. "This is above all the result of the very trusted cooperation between both companies on all levels."

The MULTIBEAM LED headlamp is currently used in the Mercedes E-Class. Each headlamp utilises 84 LED's arranged at three levels, which can be individually controlled. Light distribution thus adjusts to traffic, weather and road conditions. In order to manufacture the innovative lighting technology at the required precision and quality, automotive supplier HELLA particularly invested in its Lippstadt production plant. The company produces other versions of the headlamp in Slovakia and at a joint venture in China.

President and CEO Dr. Rolf Breidenbach (third from left) accepted the award on behalf of HELLA.



HELLA ROUND THE BAYS 2017



Early morning on Sunday, 5 March, HELLA team members and family joined more than 30,000 other participants for the 2017 Ports of Auckland Round the Bays charity run.

The drizzly conditions helped cool participants as they worked their way along Auckland's stunning waterfront from the CBD to St. Heliers. Once completing the 8.4km course HELLA staff all gathered for a well-deserved BBQ and refreshments at the HELLA tent in Madill's farm.

Congratulations to all those that participated, especially Duncan Stirling, HELLA NZ Marketing Manager, for claiming the title 'Fastest HELLA employee' for the second consecutive year.

One of the world's largest fun runs and New Zealand's largest mass participation sporting event, the Ports of Auckland Round the Bays aims to raise support and awareness for a number of worthy charities. This year's focus was set on children charities.

For more info about the event please visit www.roundthebays.co.nz



Lumion Bulb Configurator

Quickly find the right bulb for your vehicle

www.hella.com/MicroSite/bulbs/nz/



Newlands Group

83 years ago, Bill Newlands opened an auto electrical service centre in Ashburton and named it W. Newlands & Co

A timeline of the successful family business:

1934: Bill starts the business servicing both retail and local trade. His first customer is Burnett Transport, which remains a customer today. Agencies for AC Delco Parts and Willard Batteries soon follow. As the business grows an adjacent shop is purchased and used as a showroom and parts department.

1967: John succeeds his father and renames the company Newlands Auto Electrical. The business continues to grow as it services a wide range of trade, agriculture and retail customers. Battery sales and servicing becomes a large part of the business and the company outgrows its premises once again.

1974: John moves the business to Kermode Street, which provides a yard big enough to service large commercial vehicles. The company supplies the rapidly growing Ashburton Trading Society and is heavily involved in servicing earth-moving equipment.

Mid Eighties: Newlands becomes involved in the electrical side of coach building, manufacturing wiring looms and the supply of electrical components including all the lighting for Designline coach building.

2000: The third generation - Robert and wife Karla - purchase the business and rebrand it as Newlands Group to reflect the growing diversity of the business. While managing director Robert joined Newlands in a Sales role soon after leaving school, his "apprenticeship" started well before then, watching and learning the trade from his father:

"I grew up with the family business. Maintaining the high standards set by my father and grandfather is extremely important to me and I am proud to be continuing their legacy", Robert says. That includes using high quality HELLA lighting solutions. The family business has been using HELLA products since the early 70's, Robert remembers, pointing out the superior quality, the state of the art technology that goes into the products and last but not least the support he receives from HELLA.

While the head office remains in Kermode Street, growth has led to more expansion in recent years: A purpose-built facility in Rolleston, redevelopment of the Ashburton site and the purchase of Timaru Battery Service. Today the future of Newlands shines brighter than ever.

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A fully stocked showroom with all the latest HELLA products.



The growing diversity of the business was reflected in the rebrand as Newlands Group in 2000.



Busy day ahead at the purpose built workshop facility.



T.H.E
TRANSPORT & HEAVY EQUIPMENT

EXPO

March
2017



HELLA unveils state of the art LED technology

Between 2 – 4 March THE Expo, New Zealand's only all-encompassing Transport and Heavy Equipment Expo, turned the Mystery Creek Event Centre in Hamilton into a mecca for the Who is Who in the transport industry. Over 13,500 visitors took the opportunity to get first-hand information about the latest state of the art technology.

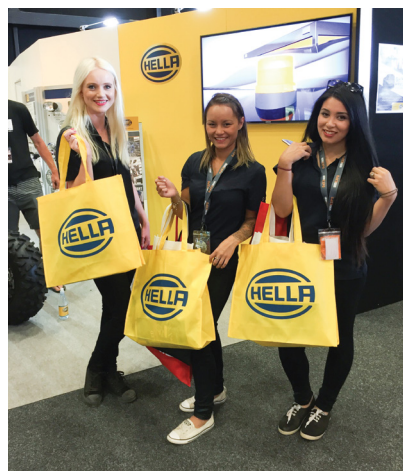
Throughout the event the HELLA team was in constant demand for expert advice. "It was a good show, heaps of interested customers who were keen to find out about our extensive product range", Gerry Lake, Senior Area Sales Manager for the South Island, summarizes. "The eye catching ATV vehicle fitted with HELLA LED products was certainly one of the main attractions."

The newly launched 7" LED head lights were also very popular. With increased light performance and reliability these lamps are a direct replacement for 7" round halogen light inserts. See page 5 for more information on these lamps.

HELLA was not only displayed within its own stand, many other exhibitors also had HELLA LED products fitted to their show vehicles like the Ryal Bush truck equipped with 11 Jumbo 320 Driving lamps.

The HELLA goodie bags were also a must-have for visitors and highly visible throughout the exhibition.

HELLA New Zealand would like to thank all those that visited the stand and made the show such a success.



Above: The ATV vehicle showed the versatility of HELLA lighting products and how they can be utilised for lifestyle vehicles.

Left: LED Inspection Lamps are a workplace essential. HELLA's comprehensive range were available for a hands on inspection.

Far Left: Couldn't miss the HELLA goodie bags which were a great hit with our visitors.

HELLA COMPETITION WINNER

During THE Expo HELLA was giving visitors the chance to win the latest GoPro Hero 5.

Interest was high and the lucky winner was Temu Masters from Earthtec Projects in Riverhead. "I've never won anything! That certainly made my day", he exclaimed.

Right: Temu receiving his prize from North Island Sales Manager Derek Schick.



HELLA WOULD LIKE TO THANK EVERYONE WHO VISITED OUR STAND MAKING THE EXPO A GREAT SUCCESS

Andrew Mills,
Managing Director,
HELLA-New Zealand Limited

Watch the
HELLA Video



Check out HELLA at
the THE Expo here
www.hella.co.nz/en/news/

For more information
on the very latest
product releases go to:
www.hella.co.nz

LED 7" ROUND HEADLAMPS

Exceptional visibility, safety and durability

The chrome finished 178mm round lights are designed to be a direct replacement for 7" halogen light inserts. They combine the latest state of the art LED technology, circuit design and precision optics to create a superior beam pattern for increased safety and driver comfort quality.

The tough die-cast aluminium housing, hard-coated polycarbonate lens, solid state LEDs and superior beam pattern make HELLA's 7" Round LED Headlamp range perfect for use both on and off-road. They offer exceptional visibility, safety, and durability – making them one of the most advanced 7" LED headlamps available.

- High intensity light output
- Approved for use in New Zealand and Australia
- No bulb replacement required
- Sealed against dust and water
- Chrome finish
- Easy installation



P/N 1058LED



P/N 1056LED



P/N 1058LED
Daytime Running Lamp



P/N 1358LED

ULTRA BEAM GEN II LED WORK LAMP - HEAVY DUTY

The world's most popular work lamp series, Ultra Beam, has been expanded to include a brighter version. The Ultra Beam Gen II offers high light output in a practical design, meaning that it can be used almost anywhere thanks to its compact dimensions. The light output is a powerful 4,000 lumen with a power consumption of only 56W. The light is distributed by a specially developed multi-faceted reflector, thus ensuring homogeneous illumination.

The integrated Multivolt™ electronics protect the device in the event of polarity inversion and guarantee constant brightness, even when operating with voltage fluctuations between 9 and 33 Volts.



P/N 1566-HDLR
Long Range Work Lamp - Heavy Duty



P/N 1566-HD
Close Range Work Lamp - Heavy Duty

- 4000 lumen light output
- Homogeneous work area illumination
- Efficient power consumption of just 56W
- Heavy duty stainless steel bracket

DURALED® COMBI RED/GREEN WARNING LAMP

This DuraLED® red/green warning lamp is designed as a stop/go lamp to signal when it is safe or dangerous to approach and/or work on a vehicle. The red signal has two outputs, either 1.5W or 6W, allowing the lamp to function even for long periods (e.g. overnight) without draining batteries. It may also be used as a signal when it is safe/not safe to pass a slow vehicle (e.g. on a closed road).



P/N 2XA 959 050-321
DuraLED® Combi Red/Green LED
Warning Lamp (Showing Red-High)



Red-Low



Green

Featuring a high performance impact resistance Grilamid® lens, it is completely sealed, UV, impact and shock resistant, ensuring an ultra-long service life. Multivolt™ circuitry provides constant illumination and circuit protection from 9-33V DC, even under severe voltage fluctuations.



For more information on all these new products please visit www.hella.co.nz

2017 International Rally of Whangarei

Raincoats and gumboots were the dress code for most of the International Rally of Whangarei which again attracted thousands of motorsport fans to the northland capital.

A warm and dry Friday evening promised a good start to the 3 day event. After an autograph session and the Opening Ceremony on The Bridge, spectators had the chance to get up close with drivers and cars at the HELLA Pohe Island Super Stage in front of the HELLA hospitality tent. More than 70 HELLA customers enjoyed a delicious dinner while watching the action from the front row.

But drivers and spectators were in for a harsh awakening the next morning with heavy downpours turning the gravel road into mud pits. With only 27 of 61 cars making it to the finish line it was clear that experience and skill were necessary to master the slippery roads. But neither rain nor cold could put a damper on the enthusiasm of the motorsport fans that still made their way up to the HELLA Prime Spectator Point in Tapuhi to watch the cars spectacularly sliding round the HELLA corner.

In the end it was Gaurav Gill from India with Co-driver Stephane Prevot who claimed the winners podium at Sundays Finishing Ceremony after 3 exciting days of racing.



HELLA Goodie Bag Winner

Among their guests HELLA gave away a Goodie Bag, filled to the brim with HELLA merchandise like caps, beanies, Bluetooth speaker, soccer ball, inspection torch and much more. The lucky winner was Rick Manley from Auto Tech Northland Limited. How much of the Goodie Bag is still his after his son claimed first dips, is unknown.



Hella marine awarded Lighting Supplier

Hella marine has been recognized as the marine industry's best lighting supplier by two separate industry publications. Work Boat World magazine, based in Victoria, Australia announced Hella marine as a recipient of the publication's Best of 2016 Awards, featured in its January 2017 issue.

"The one name that we're almost guaranteed to see on a spec sheet in the lighting category is Hella marine. If a vessel doesn't have Hella marine lighting, it probably hasn't been designed to operate at night", emphasises Dave Thornton - Editor of Work Boat World magazine.

The publication explained how the winners were decided: "For the best marine equipment suppliers and manufacturers, market success and sales remain the chief guiding principle. It continues to be our belief that quality of product and degree of

service and after sales support are all intrinsically tied to market share and sales – in this industry, one does not gain dominance through mediocrity."

Hella marine was also recently awarded the Best Specialist Marine Lighting Supplier for 2017 by Transport News Magazine. "These two awards are a testament to the tremendous efforts of our designers, manufacturing staff, sales, customer support and dedicated distributors", said Duncan Stirling – marketing manager for Hella marine.

Hella marine LED products are proudly designed and manufactured in New Zealand, distributed around the world and supported with a complete 5 Year warranty for total peace of mind.

For more information please visit
www.hellamarine.com



Hella marine Boat Show Calendar 2017

Hella marine will be showcasing the latest LED lighting solutions at a number of boat shows in New Zealand and Australia over the next few months.

On display will be the new ultra efficient and reliable LED Sea Hawk floodlights range with various sizes and lens options to suit all applications. New navigation lights, interior down lights and courtesy lights will also be released. Hope to see you at one of the following shows:

Hutchwilco New Zealand Boat Show

Greenlane, Auckland
18 - 21 May
Stand 217
www.boatshow.co.nz



Sanctuary Cove International Boat Show

Gold Coast, Queensland
25 - 28 May
Stand 354 - 353
www.sanctuarycoveboatshow.com.au



Sydney International Boat Show

Darling Harbour, Sydney
3 - 7 August
Stand TBC
www.sydneboatshow.com.au



Auckland On Water Boat Show

Viaduct Harbour, Auckland
28 Sept - 1 Oct
Stand 328
www.auckland-boatshow.com



New 2017 Catalogue

Hella marine has just released the 2017 Product Brochure that showcases the latest additions to the extensive LED lighting range, as well as their core range of ultra-reliable and energy efficient LED navigation lamps, floodlights, interior and courtesy lighting solutions.

Among the new products to be released is the updated NaviLED 360 Pole mount series, which is now even more efficient than the previous. The popular Sea Hawk-XL LED floodlights have also been upgraded with new dual colour functionality, along with the slim and easy to install surface strip lamps that feature both dual colour options and a waterproof switch control.



Download your copy via www.hellamarine.com/en/catalogues/ or contact your local sales rep or distributor for a hard copy.



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