



HELLA New Zealand SPOTLIGHT

Bringing you the latest information from HELLA New Zealand

ISSUE #8 2014

**SPOTLIGHT ON
BUSINESS**
PAPATOETOE
AUTO
ELECTRICAL



+
NEW
SAFETY
DAYLIGHTS™
SMART
CONTROLLER



HELLA'S NEW WEBSITE

SWITCH ON

FOR A FRESH LOOK
AND EXCITING NEW
FEATURES!



**ONLINE
THE NEW
HELLA
VIDEO**



**FEELING LUCKY?
WIN THIS
LED FLASH
300 TORCH**



HELLA TRUCK HITS THE ROAD

HELLA RETAIL PARTNERS AND CERTIFIED INSTALLERS

Spotlight
on Business



"We always deliver quality service and this has to be reflected in the products we use, that's why we sell HELLA"



PAPATOETOE AUTO ELECTRICAL

Originally established by Peter Sharratt in 1963, Papatoetoe Auto Electrical has a long proud history of servicing the motoring public of South Auckland. "Some of our customers have used Papatoetoe AE for three generations", says Peter Roxburgh, current managing director. Peter purchased the company in 1989 after having worked for Lucas Industries as an Industrial Electronics Engineer. Having a background in electronics design is an obvious advantage in diagnosing and rectifying faulty vehicle electronics. Specialising in EFI, European vehicles, marine and commercial, as well as offering a mobile service, Papatoetoe AE is well equipped with the latest in diagnostics equipment.

"We always deliver quality service and this has to be reflected in the products we use, that's why we sell HELLA", says Matthew Roxburgh, who represents the second generation family ownership of the business. Papatoetoe AE has recently expanded their site and undergone renovations which included upgrading their retail presence and installing a new HELLA retail merchandiser.

9 Tui Road Papatoetoe, Auckland Phone: (09) 278 8147



GAMECHANGER

REVOLUTIONARY NEW DRIVING LAMPS



COMING SOON

WIN A HELLA LED FLASH 300 TORCH

Answer the following question and be into win this LED 300 lumen torch.

Q. How many LEDs are placed each month according to HELLA New Zealand's new corporate video?

Email the answer to the above question to competition@hella.co.nz

Winner will be contacted week of the 15th December 2014.





THE NEW HELLA TRUCK HITS THE ROAD

Watch out for the new HELLA Truck travelling from the top of the North to the bottom of the South Island! The dramatic appeal for road safety and accident reduction with HELLA Safety DayLights™ is sure to catch the attention of the fellow drivers around the country. Naturally the impressive truck is equipped with HELLA's iconic range of DuraLED® marker and signal lamps as well as HELLA Safety DayLights™. BE SAFE. BE SEEN. The HELLA truck is fitted with the following LED products:



P/N 2330



P/N 2151



P/N 2053



P/N 2060



P/N 1009



Rear of the trailer with striking Safety DayLights™ advertising.

HELLA MARINE - ANGELA MERKEL PRESENTATION

Hella marine was highly honoured to be part of a prestigious group of companies invited to present to the German Chancellor, Angela Merkel.

Organised by New Zealand Trade and Enterprise, Hella marine, along with Fisher & Paykel Healthcare, Siemens, GEA and Auckland University represented local technology companies with connections to Germany.

Martin Reinbach, Managing Director of HELLA-New Zealand discussed the benefits of energy efficient LED Lighting technologies and the company's experience in combining durable materials with precision optics. In her first visit to New Zealand Angela Merkel also met with Prime Minister John Key to discuss developing greater links between the two countries in science and technology and possible free trade agreements with the European Union.

During her visit Angela Merkel also received a rousing Maori welcome at Government House, flew to Motutapu Island to release a Kiwi, New Zealand's native bird, and gave an address at Auckland University before leaving for the G-20 summit in Brisbane, Australia.



Martin Reinbach presenting to Angela Merkel during her recent visit to New Zealand.



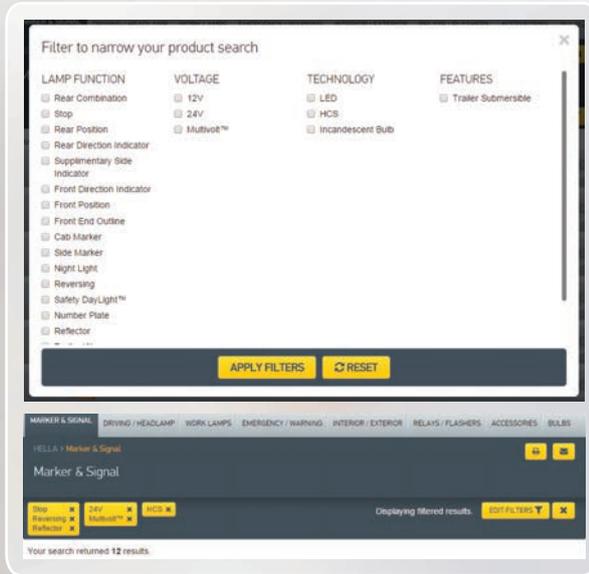
Energy efficient LED Lighting.

Chancellor Merkel speaking to the German Business Association





The latest catalogues and videos available to download.



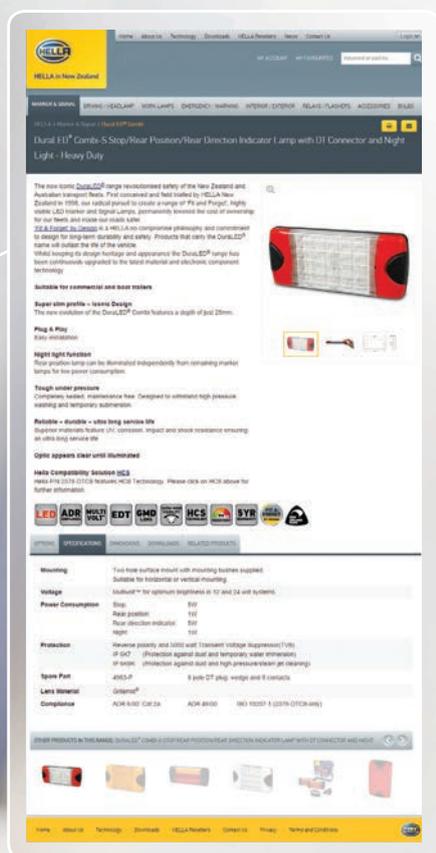
Finding the right product is now easier with the new filter option which streamlines various choices and displays your results for the required application.



Welcome

TO HELLA'S NEW AUTOMOTIVE WEBSITE

With a fresh look and exciting new features and content, the newly launched platform showcases HELLA's latest technology, lighting and electrical products in a simple to operate, easy to navigate user friendly format.



Each product page is highly detailed with all the information you require. Product specifications, dimension diagrams, wiring instruction sheets, product videos and related product choices are all at hand.

What's new?

Fresh, modern look: Simplified, structured and sophisticated.

Easy to navigate: The modern layout makes browsing straightforward and offers all the menu choices at a glance. With more options and fewer mouse clicks, HELLA's extensive range of online resources are all at your fingertips.

- Directory of Certified Installers and Retail Partners
- HELLA Tech World, the specialist online knowledge portal
- Downloads of our latest publications
- Informative videos
- Instruction sheets

Handy Filter tool: Finding the right product is now easier with the new filter option which streamlines various choices for the required application.

Keeping favourites: The new favourite option allows the user to log in and save lists of preferred or regularly purchased items for quick future references.

Interactive Interface: An image or short video instruction says more than a thousand words – browse the HELLA video library for short clips about our products, the company and tutorials. The download section also features HELLA catalogues and our very own Spotlight magazines.

Enough said. Time to get started. HELLA New Zealand's brand new web presence is just a mouse click away. Get browsing and enjoy the many new features of the new platform.



Online now www.hella.co.nz



New
PRODUCT

SAFETY DAYLIGHTS™ SMART CONTROLLER

The new smart controller is designed to simplify the installation of HELLA's LED Safety DayLights™(SDL) range by eliminating the need to wire the lamp, or changeover relay to ignition terminal 15.

The Safety DayLights™ Smart Controller can be wired directly to the positive terminal of the battery, which saves the difficult and often time consuming task of finding the ignition feed.

The smart controller monitors the voltage supply from the battery and will automatically switch the Safety DayLights™ on when the engine is started, and automatically switch them off when the headlamps are activated, or the engine is turned off.



P/N 3090
Smart Controller (Advanced*)

P/N 3091
Smart Controller (Standard)

- **One smart controller controls a pair of SDL lamps**
- **Quick and easy installation**
- **Features a Safety DayLights™ OFF delay of approximately 10 seconds**

*Advanced version with vibration monitor for installation in modern vehicles with fuel saving alternators.

DuraLED® WL1300 WORK LAMP - WHITE

New
PRODUCT

The DuraLED® WL1300 LED Work Lamp incorporates the latest technology to offer a powerful, durable lighting solution for a multitude of applications.



P/N 98074002

Featuring an integrated dual intensity light output circuit, a high level of spike protection,

and energy efficient Multivolt™ technology, this work lamp will appeal to applications where energy efficiency and reliability are a must. These lamps offer a formidable net light output of 1300 lumen.

- **14 high performance LEDs.**
- **Low power consumption of 18W.**
- **Luminaire Performance* 1300 lumen.**
- **Dust and waterproof.**

Designed with Fit and Forget durability in mind, the WL1300 features a highly impact resistant Grilamid® lens; a crystal clear polyamide with superior tolerance to chemical and long term harsh UV exposure as well as a technologically advanced thermally conductive non-metal housing. Equipped with a low profile stainless steel bracket this work lamp may be mounted upright or pendant and adjusted vertically up or down.

* Luminaire Performance refers to the real performance of the lamp, not the much higher theoretical performance of the LEDs, as is often used.

Slim Surface Mount LED Signal Lamps

New
PRODUCT

HELLA is proud to announce the extension of its successful Slimline Range of Surface Mounted LED Signal Lamps.



P/N 2109 LED Front Direction Indicator Lamp

Optic appears clear until illuminated on all lamps.



P/N 2168 LED Rear Direction Indicator Lamp



P/N 2318 LED Stop/Rear Position Lamp

With an ultra low profile of only 11 mm the new Slimline Surface Mount Stop/Tail and Rear Indicator lamps can be mounted vertically or horizontally. They are ideal for mounting in space restricted, shallow and narrow channel applications.

All Slimline Signal lamps are designed with an ultra wide visibility optic for improved side visibility. Our 'Fit and Forget by Design' Philosophy ensures the service life of these Signal Lamps will outlast the life of your vehicle. HELLA's New Zealand made LED lamps are covered by a comprehensive 5 year warranty.

Motorsport NZ Membership of Honour

As a leading international manufacturer and service provider HELLA New Zealand has been awarded the Motorsport NZ Membership of Honour.

"For over 30 years HELLA has been active at all levels of motorsport in New Zealand. They are best known for their legendary team of staff who followed every Rally New Zealand and Asia Pacific Rally Championship event, erecting signage at corners and on bridges; perhaps best known for one particular bridge on the Rally of Whangarei that gets worldwide media attention year after year. HELLA NZ is to be commended for their continued support and commitment to the Sport."

Right: HELLA New Zealand's Product Manager Clark Berridge with the award.



Busy Year Showcasing HELLA's Latest LED Lighting

HELLA New Zealand was proud to once again be present at the country's leading exhibitions and trade shows for the automotive market. Our Area Sales managers Gerry Lake, Clinton Williams and Derek Schick showcased HELLA's latest LED lighting solutions at the Bus & Coach Conference in Auckland, the Heavy Haulage Association Conference in Rotorua, which marked the momentous 50th Anniversary of the founding of the Association in NZ, and at the Road Transport Forum Annual Conference in Auckland.



Networking with the conference attendees reaffirmed why HELLA is the benchmark for quality. "I won't fit anything else than HELLA products", was the overall response our Area Sales Managers received from the attendees while showing off new HELLA products like the hand held inspection lamps including the popular Nova 20 rechargeable LED lamp.

The New HELLA Video ONLINE NOW

Check out HELLA New Zealand's new corporate video, giving you a behind the scenes tour and an insight into the design, manufacturing and worldwide distribution process.



HELLA New Zealand has launched its own YouTube channel! Check it out and subscribe for all the very latest informative videos at your finger tips.

<http://goo.gl/uVF4Jy>



HELLA New Zealand

Subscribe



HELLA Tech World

The ultimate FREE online technical resource for HELLA products

www.hella.com/techworld



Sea Hawk-XLR LED Floodlight Our brightest Sea Hawk to date!

Further enhancing the ever popular Hella marine LED Sea Hawk range, new XLR lamps combine ultra-durable materials with sophisticated electronics for spectacular light performance.

Sea Hawk-XLR corrosion proof housings are injection moulded from thermally conductive ceramic polymer. This advanced material draws heat away from internal electronics for reliable long-term operation and eliminates the corrosion risks associated with coated metals in the harsh marine environment.

Generating 1300 lumens of crisp, white, darkness-busting illumination, Sea Hawk-XLR consume a mere 18W of power (1.5A @ 12V). An integrated high / low intensity option is included with every lamp offering control and convenience for different applications.

As with all Hella marine LED lamps, Sea Hawks are completely sealed, are pre-wired with quality marine tinned cable, feature 316 Stainless Steel hardware, proven electronic protection and carry the Hella marine Fit and Forget 5 Year warranty.



New Courtesy Lamps Easier To Install

Hella marine Oblong LED lamps are now available in a new surface mount design for easier installation while still offering all the quality, efficiency and reliability you come to expect.

Featuring highly polished 316 stainless steel and available in a variety of LED colours these lamps will complement your vessel, adding style and increased safety around steps, toe kicks, storage areas, companion ways and deck fittings.

Each lamp is completely sealed and pre-wired so suitable for interior and exterior applications, in wet or dry conditions.



Highly polished 316 stainless steel housing.



Each lamp is completely sealed and pre-wired.

Advanced electronics make these suitable for 12V or 24V vessels plus provide reverse polarity and voltage spike protection. The heavy duty Grilamid® lens offers superior impact, UV and chemical resistance.

Manufactured in New Zealand and supported with a 5 year warranty these Surface Mount Oblong Courtesy Lamps offer complete 'Fit and Forget' peace of mind.



Black and white end caps supplied.

Hella marine on Show Around the Globe

The Auckland on Water Boat Show, held in the heart of Auckland's Viaduct Harbour, showcased all elements of on-water activities from fishing and family cruising all the way up to luxury yachts. The shows timing has proved popular as a precursor to the upcoming summer season and this year saw a 14% increase in visitors.

The Hella marine booth showcased the extensive range of products including the popular LED Navigation lamps and attractive LED courtesy lights. Commercial operators and keen fishermen were also interested in the range of high output LED floodlighting such as the AS 5000, HypaLUME and new Sea Hawk-XLR lamps.



Auckland on Water Boat Show



IBEX Tampa Bay

The International Boat Builders Exhibition and Conference (IBEX) is the largest trade focused exhibition in the US marine calendar and this year's show had a significantly different feel to previous years. Not only was the location changed from Louisville, Kentucky to Tampa Bay, Florida but attendance was significantly up with 15% more exhibitors and a 47% increase in visitors.

Hella marine was well represented with an international team on hand promoting the new Sea Hawk-R and Sea Hawk-XLR floodlights. New concepts such as the linier 'Bar-Hawk' were also displayed and generated positive interest among Designers, Builders and Operators looking for high output lamps that integrate well with the aesthetics of a vessel.