

HELLA marine **EuroLED 75mm Release**



HELLA New Zealand **SPOTLIGHT**

Bringing you the latest information from HELLA New Zealand

ISSUE #11 2015



**SPOTLIGHT
ON BUSINESS**
Cottle Motors, Kumeu

HELLA SUPPORTS **TEAM KIWI RACING**



NEW
LED INSPECTION
LAMPS RELEASED



SEMA AWARD

FOR THE HELLA LED LIGHT BAR



HELLA RETAIL PARTNERS AND CERTIFIED INSTALLERS

Cottle Motors & Auto Electrix Ltd

Kumeu's One Stop Mechanical & Auto Electrical Shop

Cottle Motors & Auto Electrix Ltd in Kumeu, one of HELLA's trusted Certified Installers and Retail Partners, opened its doors in 1989 carrying out mechanical repairs, auto electrical repairs and preventative maintenance.

Over the years Cottle Motors has added extra services including an exhaust shop and Ironman 4x4, as well as an extensive showroom covering a wide range of products including HELLA's bestsellers like the iconic DuraLED® range, which is now covered by an extensive Lifetime Warranty.

The one stop shop offers services ranging from air conditioning, earthmoving and forestry electrical repairs, full rewiring on 4x4's and everyday modern vehicles, to state of the art diagnostic work having invested in the latest diagnostic technology. Geoff, Donna and the team have a keen interest and participating in classic car, hot rod and motor sport.

As a member of the Auto Super Shoppe group, Cottle Motors offers its customers a good contact network and, in addition to HELLA, they are a supplier/retailer/installer for numerous other automotive brands. Being a HELLA Certified Installer, AA Licensed Repairer and a member of the MTA (Motor Trade Association) provides assurance and a guarantee of quality to their customers.



Contact: geoff@cottlemotors.co.nz www.cottlemotors.co.nz
Cottle Motors & Auto Electrix Ltd, 65 Main Road, Kumeu. Ph: 09 4129908



Above:
Meet the team
(pictured from
left to right)
Brett, Jason,
Glenn, Geoff,
Donna, Matt,
Travis, Dan and
Shayne.

Hella marine
products are
also available.

Chevrolet Camaro - Innovative and Pioneering Ambient Interior Lighting

HELLA is providing a new kind of interior light concept for the iconic performance car, giving the interior a distinctive design. The colour changes slowly throughout the vehicle in a subtle, flowing pattern from the centre screen.

The ambient interior lighting plays a major role in the vehicle and is controlled from the first navigation level of the infotainment system. From here, the driver can either directly select 24 different colours, link the colour of the interior lighting to the driving mode or activate "show mode". For the first time ever, the colour no longer changes in a static fashion. In other words, not all light guides change colour at the same time, instead the change is dynamic.

Starting from the centre screen, the colour change moves to the drinks holder and doors like a continuous strip, creating a unique experience for the driver. What's more, the driver can link the interior lighting to the driving mode and for example, enjoy a gentle blue interior in "cruise mode". In "track mode" the interior lights up a strong orange and in "sport mode" a racy red.



TECH FEEDBACK

You Ask. We Answer.

ELIVER

Online Comparison Tool

Comparing the output and specifications of various HELLA LED work lamps is easy using the online tool ELIVER.



ELIVER allows you to view the selected lamp and see the width and depth of the beam. Also an information sheet for each lamp may be downloaded.

An interesting feature is the ability to compare two different lamps side by side, with a movable slider to switch between beams, allowing even closer scrutiny of the light patterns.



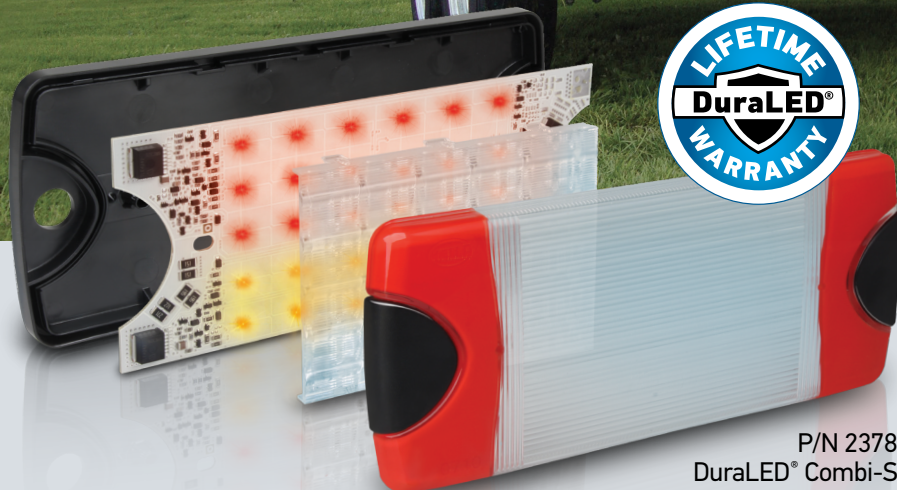
So if you are unsure of which HELLA LED work lamp is correct for you, use the ELIVER web site to determine the best lamp for your requirements.

www.hella.com/eliver

Scan the QR Code
for the Eliver
homepage



The evolution of the DuraLED® Combi.



P/N 2378
DuraLED® Combi-S

DuraLED® Combi-S Upgrade to the latest technology

Upgrade to the latest version of the DuraLED® Combi, the Combi-S, which offers many more benefits and is a direct replacement for the P/N 2379. The Combi-S has a depth of only 25mm, and comes standard with a Grilamid® lens. Grilamid® offers an unbeatable combination of properties including toughness against impact, long term UV stability and resistance to commonly used chemicals and washes. Equip your truck and/or trailer with the DuraLED® Combi-S, and have the peace of mind of a Lifetime Warranty*.

*For more information on the DuraLED® Lifetime Warranty please visit www.hella.co.nz

Part Number	Slim	Power Supply MULTI VOLT	RF CommSafe	Cable Length (m)	Built-in DT Connector	Lens Material GMD	Lens PMMA	Additional Functions HCS	2016 Road Map
2378	✓	12/24V	✓	2.5	-	✓	-	-	Replaces 2379
2378-6M	✓	12/24V	✓	6	-	✓	-	-	Replaces 2379
2378-6MBULK	✓	12/24V	✓	6	-	✓	-	-	Replaces 2379-BULK
2378-BL	✓	12/24V	✓	2.5	-	✓	-	-	Replaces 2379-BL
2378-CS	✓	12/24V	✓	2.5	-	✓	-	✓	Replaces 2379-CS & 2379-GMD
2378-TP	✓	12/24V	✓	6	-	✓	-	-	Replaces 2379-TP
2378-DT	✓	12/24V	✓	-	✓	✓	-	-	Night Light
2378-DTCS	✓	12/24V	✓	-	✓	✓	-	✓	Night Light
2379	-	8-28V	-	6	-	-	✓	-	Upgrade to 2378 or 2378-DT

Note: P/N 2379-BULK, P/N 2379-BL, P/N 2379-GMD, P/N 2379-TP will no longer be available after March 1st 2016.
P/N 2379, P/N 2379-CS will continue to be available.



HELLA SUPPORTS V8 RACE TEAM

Having a long standing tradition supporting Motorsport, Team Kiwi Racing (TKR), is the newest addition to the race teams that HELLA sponsors.

Celebrating their 15th anniversary, many of New Zealand's top motorsport talent currently representing New Zealand on the international motorsport stage were provided the significant financial backing and guidance to kick-start their professional careers under the TKR banner. During this time TKR has won several Championship titles including back to back championship wins, multiple podium and Pole positions in the V8 Supercar Championship, Porsche rookie of the year award, 3 wins from 3 starts at Bathurst in the Porsche Carrera Cup car while also achieving many first's for a Kiwi based motorsport team and Kiwi drivers at the same time. This includes TKR being New Zealand's first ever Kiwi V8 Supercar team to compete in the Australian V8 Supercar Championship. In fact TKR did so for 10 years from 2000 to 2010 when V8 Supercars was at its pinnacle.

TKR has always provided a development path through the local New Zealand national Championships to the International

motorsport stage and this year is not different with Craig Baird driving the TKR lead V8 Super Tourer and Alyssa Clapperton driving the TKR NZV8 Development Academy vehicle. Both TKR cars are identical in their traditional TKR all black liveries.

In conjunction with HELLA TKR has put together a great looking Holden Colorado with 22 inch rims and tyres, approximately \$10,000 worth of accessories with the award winning LED Driving Light Bar, front nudge bar LED spot lights and LED Safety DayLights™ to celebrate TKR's 15th Anniversary. The impressive ute can be won by anyone buying official TKR merchandise. With every purchase you will get a certain number of tickets to win the decked out ute. The draw for the vehicle and other prizes is on the 28th March 2016. All sales go towards helping provide the running budget required to provide the opportunities TKR has and does year in year out.

For more information go to the Team Kiwi Racing facebook page or <http://teamkiwiracing.co.nz>.





Win this Holden Colorado decked out with approximately \$10,000 worth of accessories.



Craig Baird and Alyssa Clapperton flying the flag for Team Kiwi Racing.



NEW LED LIGHT BAR SINGLE AND DOUBLE BRACKET KITS

HELLA extends the accessory range for the popular LED Driving Light Bar 350mm with this easy to install new bracket assembly. It simply clips onto the ends of the light bar and can be mounted upright or pendant to accommodate most vehicle installations. The new bracket kits are also suitable for the LED BL350 Work Lamps. The nuts, bolts and mounting brackets are made from marine grade 316 stainless steel. The smooth new bracket can be adjusted to suit most applications and comes with anti-theft screw caps.

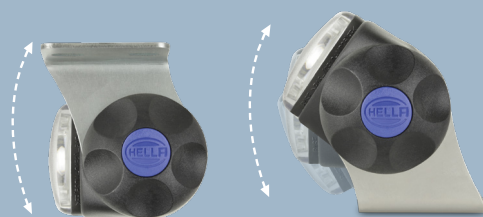
A double bracket option for the LED Driving Light Bar is also available. Two light bars can be stacked together while allowing each light bar to be individually adjusted thereby giving you the option to mix and match the driving and work light patterns according to your individual needs.



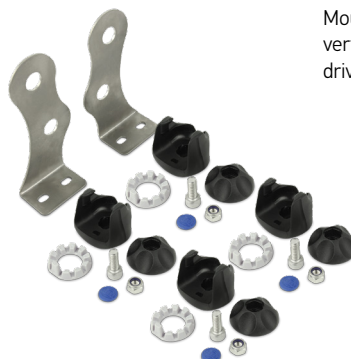
■ Single and double mounted lamp options shown.



Mounting brackets can be positioned to suit most vehicle installations.



Above:
P/N 8HG 958 139-841 Single Bracket Kit



Right:
P/N 8HG 958 139-851 Double Bracket Kit

Mounting brackets allow vertical adjustment of driving light.



For more information on the new bracket kits please visit www.hella.co.nz

LATEST PRODUCT RELEASES

UNIPEN LED INSPECTION LAMP

This multifunctional pocket sized LED strip inspection lamp provides powerful and homogenous illumination making it an ideal tool in the work place. The handy pencil lamp has a high power LED top light that gives the Unipen a powerful flashlight function.

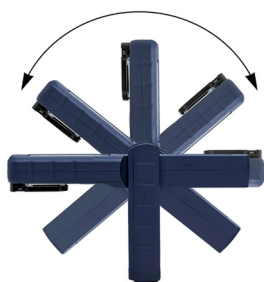
The USB rechargeable Unipen comes with a strong magnetic base, a flexible 180° head for uniform lighting at any angle, and a pocket clip. The small and handy shape of the Unipen makes it perfect to always have "on hand".



P/N 2XM 910 602-001



Strong built-in magnet



180° flexible head

I-VIEW LED INSPECTION HEADLAMP

P/N 2XM 910 601-001



The future of innovative work lights is here with superior hands-free illumination from the brand new I-VIEW. Lighting up the entire work space and not just the area the lamp is pointed at, the lightweight inspection lamp is designed for professional end users. Once put on the sensor setting the lamp is turned on and off by simply waving your hand in front of the lamp - even when wearing gloves.

The ergonomically designed inspection headlamp features a light output of 160lm on the high and 80lm on the low setting. By using the latest USB rechargeable battery technology, there is simply no need for extra battery supplies, making your job more efficient.



Touchless sensor switch ON/OFF technology

POWER BEAM 1800

The Power Beam 1800 is an ideal LED work lamp that combines a powerful light output with a practical design. The light output from the six high-power LEDs is an impressive 1850 lumens with a power consumption of only 36W. The light is distributed by a specially developed multi-faceted reflector, which ensures homogeneous illumination.



P/N 1561-12V

- 12V or 24V
- 1850 lumen light output
- RFCommSafe™
- Power consumption of 36W

ULTRA BEAM LED

The Ultra Beam LED offers high light output in a practical design, meaning that it can be used anywhere thanks to its compact dimensions. The light output is a powerful 2200 lumens with a power consumption of only 30W. The light is distributed by a specially developed multi-faceted reflector, thus ensuring homogeneous illumination.



P/N 1562

- Multivolt™ 9-33V DC
- 2200 lumen light output
- Homogeneous work area illumination
- Power consumption of 30W

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

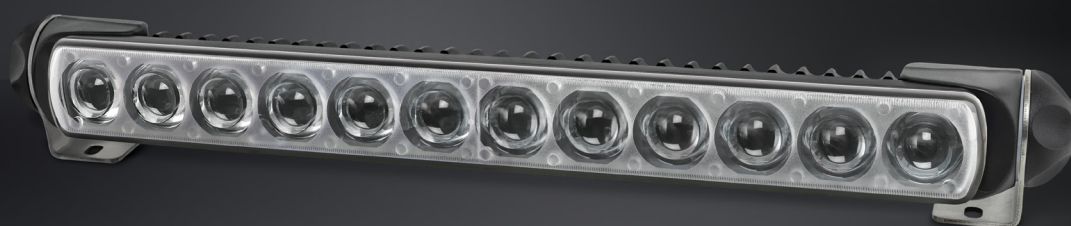


HELLA Tech World

The ultimate FREE online technical resource for HELLA products

www.hella.com/techworld





SEMA Global Media Award for HELLA

HELLA was recognized with a 2016 Global Media Award at the SEMA Show in Las Vegas for its LED Light Bar 350.

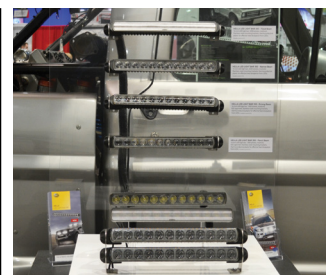
Eduardo Bernasconi, Director Editorial of the Revista Fullpower Magazine, chose the HELLA product "because the off-road market in Brazil is getting bigger and we have just a few importers working on it. Besides that, HELLA is a well-known brand that is already established down here."

and government relations. "Our goal is to have media experts from around the world determine which new products are likely to succeed in their home markets. The automotive specialty-equipment market is made up of enthusiasts who are passionate about the hobby, and so it's exciting to see how their love for cars, trucks and SUVs is impacting those throughout the world."

This year's program included 34 judges from 19 countries. Each judge carefully reviewed and evaluated nearly 2000 product entries at the SEMA Show before selecting the products that they felt would resonate and appeal most to consumers in their home countries.



Receiving the award for HELLA (from left) Martin Ngwenya HELLA Inc, Craig Beavis HELLA NZ, Bill Miller SEMA Senior Vice President of Operations and Landon Baize HELLA Inc.



HELLA on Show Throughout a Successful 2015

HELLA New Zealand's Area Sales Managers Gerry Lake, Derek Schick and Clinton Williams look back on yet another busy year showcasing the latest LED lighting at the leading tradeshows and exhibitions for the automotive market all over the country.

The 51st annual Heavy Haulage Association Conference in Wellington which was all about Connecting. The Association used the opportunity of

the Wellington location to hear from a number of capital city based CEO's what issues they are facing, like increasing compliance for members of these organisations as well as the many policy issues including the Health and Safety requirements that the new legislation is bringing. HELLA demonstrated RCommSafe™ LED lighting after growing safety concerns about inferior LED lighting products in the market causing significant interference to radio communications. This seemed to be a concern amongst the delegates in attendance.

Next on the agenda was the Road Transport Forum Conference which was held at the Wigram Airforce Museum in Christchurch and the theme for this year was Building Capacity. Hosted by the Topp Twins the conference was both entertaining and informative. With a new feel there was less focus on government policy and more on the Industry and Training/Development. HELLA was excited to be on show with the new award winning LED Driving Light Bar taking centre stage, even the Topp Twins were eyeing them up for their Mahindra Ute.

Finishing off the Conference season HELLA attended the Bus and Coach Association Conference which focused on improved capacity in public transport. On show were the new Double Decker Buses that are now being seen on the roads around Auckland. With a capacity for over 100 passengers these will be a great asset to the industry.



RTF Conference



Wigram Airforce Museum



How times have changed.

EuroLED 75mm

Stylish and energy efficient LED down lights

Setting the standard for energy efficient and long lasting illumination, the new EuroLED 75 uses a highly efficient optical system that produces a very wide and even illumination with minimal current draw.

The precision optic, coupled with the latest LED technology delivers exceptional colour rendering, reproducing colours in their natural richness. The EuroLED 75 replicates the pleasing appearance of a traditional round lamp but contains all the advantages of a high efficacy, durable solid state light - giving you the best of both worlds.

- Low power consumption <3W
- 190 lumen actual output
- Smooth diffused lens appearance
- Wide and even 80° beam angle
- High colour accuracy (CRI 85)
- Completely sealed (IP67)
- UV and impact resistant
- Thermally conductive 'non-metal' housing
- Designed and manufactured in New Zealand
- 5 year warranty

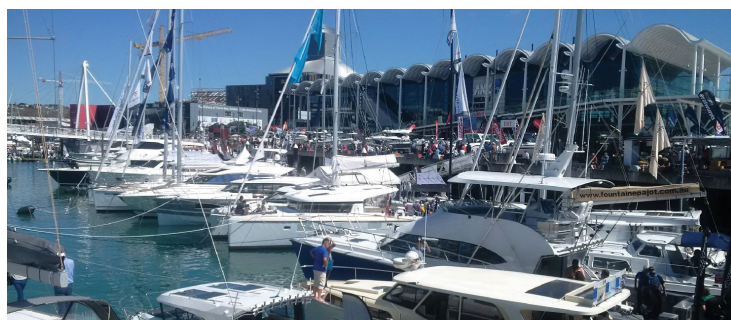


<3W 190 Lumens



Like all Hella marine LED lamps the EuroLED 75 is ideal for internal and external applications and supported by a 5 year warranty for complete peace of mind.

To view the LED colour, trim and mounting options please visit www.hellamarine.com



Auckland On Water Boat Show

Hella marine recently exhibited at the Auckland On Water Boat Show, displaying an extensive range of LED lighting solutions specifically designed for the harsh marine environment. New products included the EuroLED 75 down lights and new mounting system for the Sea Hawk-XLB floodlights.

The Auckland On Water Boat Show and the New Zealand Marine Industry play an important part of New Zealand's economy. Water-based activities are New Zealanders' most popular pastime with more than one million New Zealanders going boating - either sailing, fishing, participating in water sports or enjoying cruising each year. New Zealand has a very high ratio of boat ownership with one in nine people owning a boat of some kind. This is one of the highest boat-owning ratios in the world and the activities of fishing and sailing are on the increase.

Statistics also show more than 100 boats are sold every week in New Zealand and over a thousand exported each year. Another statistic is that 90 per cent of trailer power boats sold in New Zealand are actually made here. This is believed to be one of the highest ratios world-wide.

Hella marine is proudly headquartered in Auckland, New Zealand, and the majority of the marine product range is designed and manufactured locally.

Matt Watson visits HELLA NZ

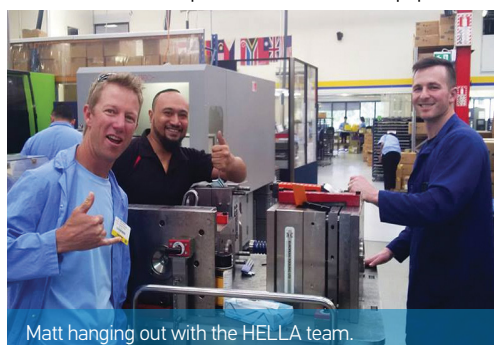
Matt Watson from The ITM Fishing Show recently came to visit HELLA New Zealand to see first-hand what goes into making quality LED lighting. It was pretty clear Matt was impressed:

"I've known for a while how good the Hella marine lights are, what I didn't know was the extent they go to with research and development. I met some real clever cookies on my tour through the facility. The innovation and attention to detail was incredible, and it's all happening here in NZ and being sent around the world. Go Kiwi's!" said Matt Watson



"Hella marine has proudly been supporting the ITM Fishing Show for the last 4 years and it has been a great partnership. Matt is famous for going to extremes to catch fish, knows how demanding the marine environment can be and understands the importance of durable equipment", says Duncan Stirling -

Hella marine Marketing Manager. "When Matt asked for a tour of our facilities it was an excellent opportunity to show him what actually goes into creating such reliable products."



Matt hanging out with the HELLA team.