

Wellington Gliding Club  
Flying high with HELLA products



# HELLA New Zealand **SPOTLIGHT**

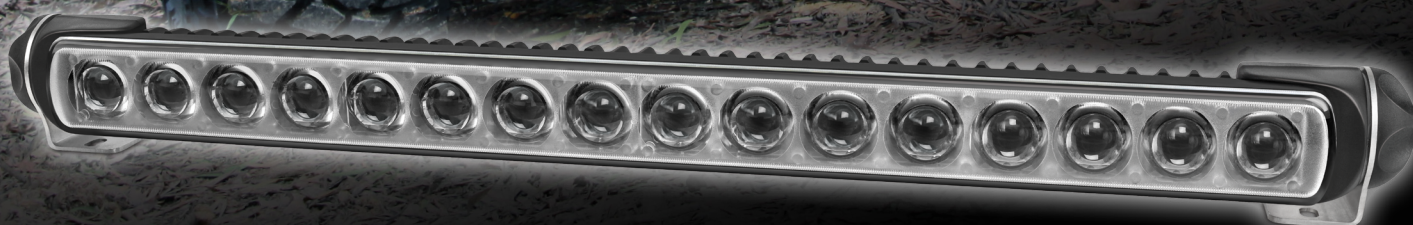
Bringing you the latest information from HELLA New Zealand

ISSUE #13 2016



## **BIG BROTHER IS HERE!**

### **THE LONGER, BRIGHTER, LED LIGHT BAR 470**



**WIN**  
THE NEW LED  
LIGHT BAR 470  
SEE PAGE 6 FOR DETAILS

**PLUS**  
**SPOTLIGHT  
ON BUSINESS  
WESTERN AUTO  
ELECTRICAL**

**DURALED® 50LP**

Increased light output in  
an ultra low  
profile  
housing



Hella marine  
Sydney Boat  
Show 2016





## Wellington Gliding Club

Who says HELLA's LED light bars can only be used as driving or work lights? Proving that the sky is literally the limit when it comes to applications for this LED powerhouse, the Wellington Gliding Club installed a HELLA LED Light Bar 350 onto the launch point vehicle to signal the winch driver, 1600 metres away in daylight.

The signal light is used - in conjunction with a radio link - to communicate between the launch point and the winch, up to 1600 metres away or about 5000 feet (1 mile). The light flashes slowly to signal the winch driver to take up the slack in the cable, pulses rapidly to commence the launch, and can be switched to "steady on" to halt the launch at any time in the event of a problem.

The use of a visual signal is faster than communicating by radio, and is an important safety feature on the airstrip. The light is mounted on top of the launch point caravan, attached to the edge of the solar panel, and points up the runway towards the winch. It is comfortably visible against the dark green tree background, even on a bright sunny day.

"During tests we were pretty satisfied with it as a visual signal. The LED's switch faster than an incandescent lamp, giving crispness to the flashing signal", as Martyn Cook from the Wellington Gliding Club points out.

[www.soar.co.nz](http://www.soar.co.nz)

Club President Brian Sharpe



The Light Bar on the caravan is controlled on the lectern via a flasher unit. It signals to take up slack, launch power and (if necessary) stop the launch.



Ready to launch.



Another successful launch.

If you have an interesting application using HELLA products then we would like to hear from you.

Please contact Sandra Fischer with details and your story could be included in future editions of HELLA Spotlight.

[sandra.fischer@hella.com](mailto:sandra.fischer@hella.com)

## MAG 3 GEN II MULTIPURPOSE LED INSPECTION LAMP

Meet the next generation of the popular MAG 3 best seller, with a new design integrating work lamp and flashlight functionality in one.

Made with the latest high performance LED technology the new MAG 3 multipurpose LED inspection lamp provides a much greater light output than the GEN I model. The modern design offers an ergonomic and user-friendly grip, and the flexibility of the lamp head allows tilting up to 180 degrees. With improved performance and outstanding light output in both spotlight and main light and the added feature of USB charging, the redesigned MAG 3 work light offers great value in every working operation.

This new lamp replaces the GEN I MAG 3 lamp P/N 2XM 910 413-001, which will no longer be available. The upgraded model P/N 2XM 910 413-011 comes at no additional cost.



1m USB lead

240V USB charger

*The next generation of the popular MAG 3 best seller is here.*



180° Flexible Head



# HELLA RETAIL PARTNERS AND CERTIFIED INSTALLERS

**Spotlight**  
on Business



## WESTERN AUTO ELECTRICAL

One-Stop Automotive Repair Centre for all your Auto Electrical and Auto Servicing needs

Based in Henderson West Auckland since 1983, Wayne Grimmer and his team at Western Auto Electrical offer a complete solution for all Auto Electrical, Air Conditioning, Vehicle Servicing and Mechanical Requirements.

Western Auto Electrical has been a mainstay in Henderson's Moselle Avenue for over 33 years and due to consistent growth they have relocated four times, each building bigger than the last. Their latest location is a large purpose built award winning workshop and showroom, offering even more efficient service and comfort for their customers.

Known for their friendly and professional service the team at Western Auto Electrical pride themselves on maintaining the highest industry standards and offer complete automotive repair, servicing and performance upgrade solutions. From recreational and commercial vehicles to fleet servicing and fast cars the team at Western AE has it covered.

"We have total confidence in HELLA product" says Wayne, and being a HELLA Certified Installer as well as a fully accredited Bosch Car Service workshop, an AA Licensed Repairer and MTA Assured Repairer, means Western Auto Electrical customers have nationwide factory and industry backed total peace of mind.

### Western Auto Electrical

9 Moselle Avenue, Henderson, Auckland 0650 PH (09) 836 0819

[www.westernae.co.nz](http://www.westernae.co.nz)

[westernaeservice@xtra.co.nz](mailto:westernaeservice@xtra.co.nz)



Purpose built award winning workshop.



The service team hard at work.

**JOIN  
TODAY**



## HELLA Tech World

The ultimate FREE online technical  
resource for HELLA products

[www.hella.com/techworld](http://www.hella.com/techworld)





# 470 LED LIGHT BAR

**When the going gets tough, the tough get going with the new mighty HELLA LED Light Bar 470: Bigger, better, brighter!**

After the success of the award winning HELLA LED Light Bar 350, HELLA is upping its game with a longer and brighter brother: Meet the heavy duty 470!

The new lamp features all the outstanding properties of the previous model plus an additional four high-performance automotive LED's and a maximum luminous intensity of 166,000 candela at a power consumption of only 35 watts.

The dust and waterproof light bar comes in two different beam patterns – High Beam (Ref 25) and Pencil Beam (Ref 37.5).

Being feather light has brought the HELLA light bars much praise, especially when used on ATVs and Off-road Vehicles which often roof mount these light bars. Our ultra-lightweight bars do shift the all-important centre of gravity only very minimally compared to the very heavy light bars on the market. We have listened to this feedback and have kept the weight of the LED Light Bar 470 below 1 kg (950 Gram).

The revolutionary non corrosive, thermally conductive housing is precision injection moulded from a ceramic based polymer which is highly resistant to degradation and corrosion even in harsh environmental conditions. Due to its slim profile, the streamline light bar is ideal for applications where aerodynamic styling is a valued attribute. The flexible, adjustable mounting system ensures easy installation.

The light bar features a Multivolt™ circuit for optimum brightness at a wide range of input voltages from 9 to 33 volts and is fully road legal with ECE approval.

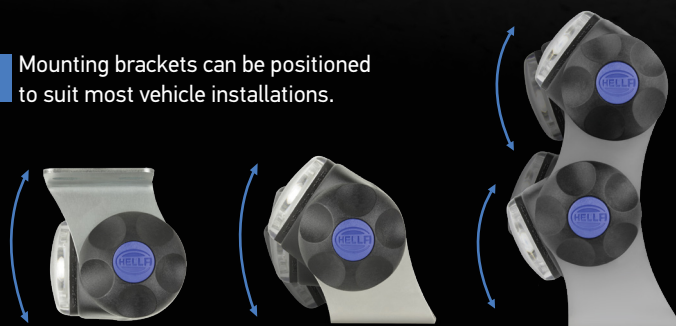
For more information please visit [www.hella.co.nz](http://www.hella.co.nz)



Highly Adaptable Mounting System



Mounting brackets can be positioned to suit most vehicle installations.







Off road use shown.

# WIN

THE NEW  
LED LIGHT  
BAR 470

SEE PAGE 6


Mounting System

16 High Performance LEDs

Light weight  
of only 950g

Low Power  
Consumption

## SPECIFICATIONS

P/N	1397HD (High Beam) 1398HD (Pencil Beam)	Maximum Luminous Intensity	1397HD 113,000 candela 1398HD 166,000 candela	Cable Length	Pre-wired with 2.5m of tinned multi-core cable.		
Mounting	Upright or pendant.	Protection	Reverse polarity and transient spike protection. IP 6K7 (Protection against dust and temporary water immersion) IP 6K9K (Protection against dust and high-pressure/steam jet cleaning).	Compliance	Ⓔ 1947 R10/05 		
Voltage	Multivolt™ for optimum brightness at input voltages from 9 to 33 volts.				1397HD: Ⓔ 0012 R112/01 Ref. 25 1398HD: Ⓔ 0013 R112/01 Ref. 37.5		
Power Consumption	35W			Warranty	5 years		
Full specifications and more at <a href="http://www.hella.co.nz">www.hella.co.nz</a>							

Full specifications and more at [www.hella.co.nz](http://www.hella.co.nz)



# LATEST PRODUCT RELEASES

## HypaLUME 48V DC RFCommSafe™ LED Flood Light

**New  
PRODUCT**

The HypaLUME has been designed for applications where high performance LED lighting is required. 56 high power LEDs produce an output of some 28,000 lumens while only consuming 300 Watts at 48V DC. The lights have a colour temperature of 5700K to provide a work environment that is the optimal balance between fatigue avoidance and high alertness. High performance Grilamid® lenses protect the interior of the lamp from impact and environmental damage. The premium aluminium housing is corrosion resistant with a non-stick and easy to clean surface coating. The built-in soft start feature eliminates a high in-rush current at start up.

### 48V DC HypaLUME is designed RFCommSafe™

High power LED lamps typically contain pulsed electronic circuits (PWM). It is a legal requirement that these circuits do not cause harmful interference with other devices and at the same time the circuit should not be susceptible to radiation from other devices.

- **28,000 lumens light output**
- **56 high power LEDs**
- **Power consumption of only 300W**
- **Impact resistant Grilamid® lens**



P/N 1GJ 011 872-221



Side View



Back View



Locking Mechanism

## LED INTERIOR/EXTERIOR SLIM SURFACE MOUNT STRIP LAMPS

The updated Surface Mount Strip lamps from HELLA feature an ultra low profile and a new integrated waterproof switch for numerous applications.

Completely sealed, UV and corrosion resistant these easy to install lamps are ideal for interior and exterior applications. Offering exceptional light output and an ultra low power consumption of only 3W these lamps are an ideal replacement for bulky fluorescent lighting. Producing 250 lumens and offering a leading CRI rating these lamps will enhance the appearance of your vehicle and provide bright and accurate illumination.

**SWITCH OPTION  
AVAILABLE NOW**

**NEW!**

Innovative  
Waterproof Switch



P/N 2652-SW

White Surface Mount Strip Lamp with Switch  
(Includes charcoal screw caps only)

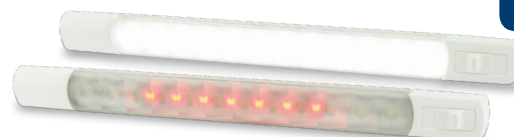


P/N 2652



P/N 2JA 958 121-011

**DUAL  
COLOUR  
AVAILABLE**



P/N 2JA 958 121-001

Purpose designed for harsh environments, these surface mount strip lamps are salt water durable and thoroughly tested to withstand high levels of vibration, impact and shock loads. The housings are precision manufactured from advanced UV resistant acrylic and are completely sealed. They are ideal for interior and exterior, wet or dry applications.

For more information on all these new products please visit [www.hella.co.nz](http://www.hella.co.nz)

**NOW LIVE**



## Lumion Bulb Configurator

Quickly find the right bulb  
for your vehicle

[www.hella.com/MicroSite/bulbs/nz/](http://www.hella.com/MicroSite/bulbs/nz/)





**BUY ONE. GIVE ONE.**

Who doesn't enjoy a healthy lunch, made fresh and delivered to your work, stress free and yummy? Even better when the tasty food is also helping a good cause. While enjoying their lunch, HELLA employers helped kids in need by ordering their food from Eat My Lunch. For every

lunch purchased the organisation will give a lunch to a hungry child at a low decile school in Auckland or Hamilton. The HELLA employees enjoyed their lovingly prepared and packed lunches.



But it was not only the food they enjoyed but the thought of giving back to the community and making sure that because of them, some hungry kids will have a healthy meal in their stomach and not go hungry another day.

[www.eatmylunch.nz](http://www.eatmylunch.nz)

## WIN THE NEW LED LIGHT BAR 470

Answer the following question and be in to win the new HELLA LED Light Bar 470.



**Q.** How many high performance LEDs does the HELLA Light Bar 470 have?

Email your answer to [competition@hella.co.nz](mailto:competition@hella.co.nz)



Winner will be contacted week of the 10th October 2016.



## 30 YEARS LOYAL SERVICE CLARK BERRIDGE

After 30 years of loyal service, Clark Berridge, Product Manager for the domestic automotive range of HELLA New Zealand, can add another plaque to his mantelpiece.

Commencing in 1986 working towards his NZCE in Mechanical Engineering, Clark has held a variety of positions within HELLA NZ during those 30 years till he became Senior Product Manager in 2003. He progressed to the Sales Department dealing with warranties and displays as the Technical Sales Coordinator, was a well-liked HELLA representative for the upper North Island for many years and took care of export customers as the overall Project Manager. After all those years Clark is still as excited about the HELLA products as when

he first started in the company. The HELLA ethics, which are very close to his own, and the continuous strive for impeccable quality and service, are one of the reasons for being loyal to one company for such a long time.

HELLA's commitment to superior materials and manufacturing the best

possible product still makes him proud to be part of the team. Asked about the highlights of his career, Clark names his 3 month stint with HELLA Finland, the ongoing Contact Man Courses he teaches, visiting his customers and being on the forefront of HELLA's rally involvement. One experience he will never forget is his ride with Possum Bourne in his rally car. Clarks interests include Motorsport and his two daughters (13 and 15) which he adores.



Clark with Sponsored Driver Brian Stokes, at the Ashley Forest Rally sprint.

Martin Reinbach, Managing Director of HELLA NZ, thanked Clark for his enormous and irreplaceable product knowledge and the impeccable customer service he is responsible for, which always decides in favour for the customers. He also pointed out that Clark was an inaugural member of the team that launched the HELLA Contact Man Courses in 1988. The popular courses are one of the cornerstones of HELLA's success in New Zealand, Reinbach emphasises. He credits Clark's infectious enthusiasm for the fact that the courses remained attractive and still running four times a year after 28 years.



### DURALED® 50LP

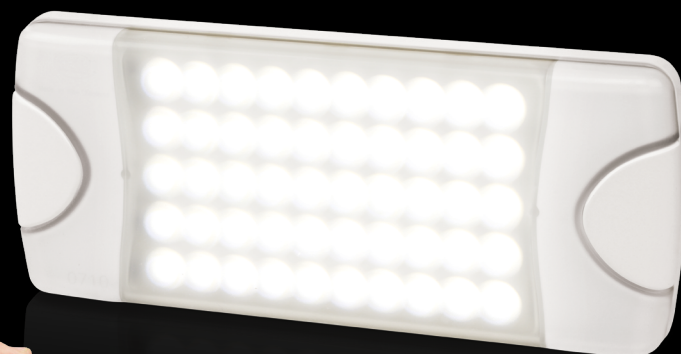
Increased light output in an ultra low profile housing

DuraLED® 50LP lamps are an extremely powerful source of white light and offer a safe, energy efficient and reliable alternative to incandescent and fluorescent lighting within an easy to install, surface mount design.

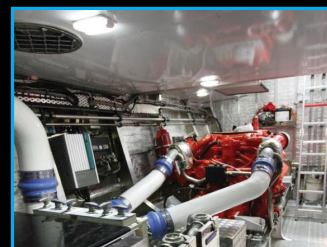
These high tech, low profile lamps are available in two light patterns, Spread and Wide Spread, to suit a variety of applications including engine rooms, storage lockers, lazarettes and other heavy duty applications where reliability cannot be compromised. Each lamp is completely sealed, UV, impact and 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. DuraLED® 50LP lamps also carry ISO 8846 Ignition Protection approval for safe and certified installation when lamps are located near flammable gas sources on small craft.

Hella marine DuraLED® 50LP lamps offer class leading energy efficiency, unmatched durability and are supported with a 5 year warranty for a total 'fit and forget' solution and complete peace of mind.



New 25mm low profile design



### 2NM Anchor Pole Mount Lamps

Exceptional efficiency and unmatched reliability



Available in fixed, fold down and plug-in options

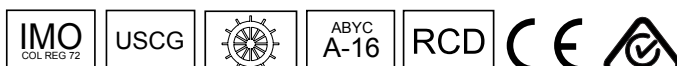
Taking the popularity of the restyled NaviLED 360 Compact All Round / Anchor lamp, Hella marine has expanded the product family with pole mounted versions with fixed, fold down and plug-in base options.

Using only high performance materials the NaviLED 360 Compact series is long term durable in demanding marine environments. A power consumption of less than 1W power offers exceptional power efficiency for a 2NM all round anchor lamp.

Each lamp is completely sealed (IP67) and manufactured using a Swiss Made Grilamid® lens with unsurpassed properties. Long term stability against UV degradation coupled with high impact and chemical resistance means these lamps will not yellow, become embrittled or corrode.

Internationally approved the NaviLED 360 series meets the requirements of COLREG, USCG, ABYC-16, RCD and WHEELMARK. Multivolt™ circuitry provides constant illumination and circuit protection from 9-33V DC.

Hella marine LED navigation lamps are expertly designed and precision manufactured in New Zealand and backed by a 5 year warranty for complete peace of mind.



### SYDNEY INTERNATIONAL BOAT SHOW



The Sydney International Boat Show attracted over 50,000 visitors during its 5 day run.

Now considered the largest gathering of the recreation marine industry with over 200 exhibitors and 150 craft on display.

Hella marine had an extensive range of products on display including the new low profile DuraLED® 50LP, Surface Mount Lamps with Dual Colour options and the popular Sea Hawk series of LED floodlights.