



HELLA New Zealand **SPOTLIGHT**

Bringing you the latest information from HELLA New Zealand

ISSUE #14 2017

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LED POWER

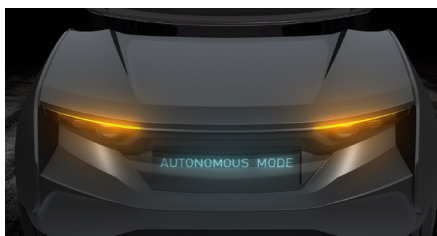
**NEW 7" ROUND HEADLAMPS
TO BE LAUNCHED AT**

T.H.E EXPO
TRANSPORT & HEAVY EQUIPMENT

PLUS:



**Award winning Dickey Boats choose
Hella marine LED lighting**



**Holographic Lighting
Technology is here!**

THE Expo®
The very latest
HELLA LED
design and
technology
on show





Newport Auto Electrical / Hawkes Bay Marine & Electrical

In every Spotlight edition we introduce one of our esteemed HELLA New Zealand Retail Partners or Certified Installers. This issue's Spotlight on Business takes us to the idyllic Hawkes Bay, where we take a closer look at Newport Auto Electrical and Hawkes Bay Marine. Spot on!

How long have you owned the business?

"We purchased the business in 2010 when we returned to Hawkes Bay from Auckland and abroad to be closer to our family and raise our 3 children", John & Ruth France explain.

How long has the business been in operation in total?

Newport Auto Electrical is one of the longest standing auto electricians in Hawkes Bay, starting in Hastings nearly 35 years ago.

Tell us about your second business.

"In June 2016 we saw an opportunity to expand further in Hawkes Bay, so we purchased power boat specialists Hawkes Bay Marine in Napier. We have rebranded the business to Hawkes Bay Marine and Electrical, and have expanded into offering auto-electrical parts and services too. There are many great synergies between the two businesses and it was only natural to choose Hella Marine as the corner-stone specialist for marine electrical products for the business.

We have great people at both our businesses now, and we've achieved a lot in the past few years. Now that the marine and auto electrical services are bedding in we're set for some busy times ahead!" says Ruth, who looks after the HR and financial areas of the businesses.

How many staff are employed?

Newports has a team of 9 staff with a busy workshop, mobile fleet and retail parts divisions, plus we have 4 staff at Hawkes Bay Marine.

Are you a MTA member?

Yes.

What is the workshop specialised in?

Being in the heart of the agri-, horti- and viticulture industries, Newport's has a strong association with these sectors as well as a large general commercial and private fleet customer base. The marine business is more about recreational and private products and services, though our parts department caters for commercial operators too.

Why has HELLA been chosen as a brand to support?

Newport has always been a strong supporter of HELLA automotive products and stand by its 'Fit and Forget' philosophy. "Failures and downtime are hugely expensive for our customers, so we won't muck about with inferior products for our repairs and fit outs", emphasises John.

What makes your business stand out?

"We've invested heavily over the past few years in systems and infrastructure, the latest diagnostic and workshop tools and training. HELLA products support our goal to be amongst the best in the business."



John & Ruth France are looking forward to another successful year.

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The very latest in LED design and technology up close.

After 4 years, THE Expo is back at Hamilton's Mystery Creek! Don't miss all the action and your chance to get up close to the very latest state-of-the-art HELLA products, talk to the experts and view the technology first hand, all in one place.

As a leading edge developer, designer and manufacturer, HELLA New Zealand will be showcasing the very latest in New Zealand and European designed and manufactured LED ranges including Safety DayLights™, innovative road transport lighting, accessories for the transport sector featuring the popular LED light bars, signal and marker lamps, LED headlights, the growing range of market leading LED work lamps and much more.

Founded in 1973, HELLA New Zealand is a prominent brand in the local aftermarket and the commercial transport sector, having formed key relationships with original equipment bus, coach, and trailer manufacturers. HELLA's innovative lighting solutions have become the benchmark for the road transport industry with lamps to suit the most demanding environmental conditions. A large percentage of HELLA's products are manufactured in New Zealand for both local customers and a large overseas client base, allowing for a high degree of flexibility and customisation unmatched in the New Zealand automotive industry.



WIN ME

Come visit the HELLA stand and be in to win this GoPro HERO5



Mystery Creek Events Centre

Come visit us at The Pavilion

Stand MC06/7 | 2-4 March 2017

"We are very proud to once again exhibit at New Zealand's premier forum for the commercial transport and heavy duty equipment industry" says HELLA New Zealand's Operations Manager Sales Craig Beavis. "Our team is looking forward to welcoming customers and will be ready to help with an abundance of technical knowledge to assist them in finding the best solutions."

THE Expo is open from 9am to 5pm daily.

www.theexpo.co.nz



HELLA Tech World

The ultimate FREE online technical resource for HELLA products

www.hella.com/techworld

JOIN TODAY



LED POWER

NEW 7" ROUND HEADLAMPS

TO BE LAUNCHED AT **T.H.E** **EXPO**

TRANSPORT & HEAVY EQUIPMENT



“The new LED headlamps have great vision out in front and most importantly excellent peripheral spread, making night driving so much easier”

“They are awesome, I’m absolutely sold on them.” Nathan “Nugget” Anderson can’t stop raving about the new HELLA 7" round LED Headlamps we asked him to test before the official launch at THE Expo on the 2 – 4 March this year.



The owner driver for Mainfreight trucks who has been on the road for about 25 years is a long time HELLA fan and has been using the state of the art LED products most of his working life. Coming from a family with a long history in the transport sector with his parents involved in various transport companies, “Nugget” knows a thing or two about commercial transport and the daily demands and challenges truck drivers face when it comes to lighting. Especially on long haul trips like his daily runs from Dunedin to Christchurch and back, reliability and durability are paramount. By using HELLA products “Nugget” knows he can trust the superior quality and guaranteed reliability.

After having the new 7" LED headlamps and driving lights with high and low beam, front position and daytime running lamp function recently fitted to his Kenworth truck, the 4 in 1 function round LED headlights are his new favourite HELLA product. Not only does the practical daytime running lamp function mean an added safety feature and better visibility during his long working hours, “the new LED headlamps also have great vision out in front and most importantly excellent peripheral spread, making night driving so much easier. There is no comparison to the original halogen headlamps which lacked the peripheral spread and made driving at night a strain. The high beam wasn’t too bad before, but with these new LED headlamps there’s a whiter light out on the road, so it appears much brighter.”

The Dunedin resident who also spent a few years driving in the USA where he most likely picked up his preference for Kenworth trucks, explains: “The main difference between the old and new is when you are out on the open road and you have to dip the headlamps due to oncoming traffic, you no longer seem to plunge into darkness by cutting back to the dip beam. The dip beam is awesome, the most noticeable difference in the whole upgrade”, he adds.

It’s fair to say that the new 7" round LED headlights have confirmed what “Nugget” knew all along: HELLA stands for quality you can trust and rely on, making his working life easier and safer. Looks like his beloved Kenworth truck is not running out of trusted HELLA LED lighting anytime soon.

Come meet the HELLA team at THE Expo and see for yourself the future of LED headlamps. THE Expo, 2 - 4 March 2017, Mystery Creek, Hamilton.



P/N 1058LED

- High Beam
- Low Beam
- Daytime Running Lamp
- Front Position



P/N 1056LED

- High Beam
- Low Beam

P/N 1358LED

- High Beam

HIGH/LOW BEAM HEADLAMP SPECIFICATIONS

Part Number

1056LED	1058LED (With Daytime Running Lamp/Front position)
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Mounting

Retrofit 178mm Ø (7") headlamps

Voltage

Multivolt™ for optimum brightness in 12 and 24 volt systems.

Power Consumption

1056LED and 1058LED	1058LED only
High Beam: 35W	DRL: 15W
Low Beam: 25W	Front Position: 2W

Light Output

High Beam: 1150 lumen	Low Beam: 750 lumen
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Protection

Reverse polarity protection.
IP 67 (Protection against dust and temporary water immersion)

Compliance

	ECE R112/01	Ref. 12.5	
1056LED:	E11 7581		
1058LED:	E11 6081	ECE R87/00	ECE R7/02

HIGH BEAM HEADLAMP SPECIFICATIONS

Part Number

1358LED

Mounting

Retrofit 178mm Ø (7") headlamps

Voltage

Multivolt™ for optimum brightness in 12 and 24 volt systems.

Power Consumption

60W

Light Output

1440 lumen

Protection

Reverse polarity protection.
IP 67 (Protection against dust and temporary water immersion)

Compliance

E11 7501	ECE R112/01	Ref. 30	
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P/N 1058LED

Daytime Running Lamp

For full product specifications please visit www.hella.co.nz



UNIFORM GEN III LED INSPECTION LAMP

Meet the third generation of the Uniform LED inspection lamp which has been redesigned to provide more power, more efficiency and a greater uniform illumination within a slimmer design.

The light output is improved by 50% and a redesigned charging base makes wall mounting easier. The sturdy turnable hook and strong built-in magnet provides greater flexibility when positioning the lamp.

An intelligent battery indicator on the front keeps you informed about the lamp's battery level. The LED strip lamp comes with a two-step operating system: Step 1 = 100%, Step 2 = 50% light output.

P/N 2XM 910 412-011

UV-FORM LED INSPECTION LAMP



UV-Form is a new rechargeable LED inspection lamp with a powerful 1.5W UV-light on the top. The inspection lamp is also fitted with the new COB LED strip light providing a unique powerful and completely uniform illumination.

Being a universal work lamp and UV detection in one, the multifunctional tool replaces special UV detection lights. The ultraviolet light is intended for leak detection in air-conditioning systems by means of trace elements but can also be useful in larger, complex refrigeration/freezing appliances, process-cooling systems, heat pumps systems etc. The UV-Form's flexible lamp head tilts up to 180 degrees.

P/N 2XM 910 606-001

LED FLASH PEN R



P/N 2XM 910 416-011

Designed for the professional user, the LED Flash Pen R features a sturdy and durable aluminium housing with a good ergonomic grip for a firm hold. The adjustable beam focus allows the light to change from an extremely bright close range work light to a long distance light, moving the beam angle from 10° - 70°. The light beam reaches up to 90m and has a light output of 100 lumen. The LED Flash Pen R can easily be recharged by the enclosed USB cable and is supplied with a clip for the chest pocket.



P/N 6028

SHARP TONE HORN SET - M26S

Be safe, be heard with these outstanding HELLA horns featuring a sporty design with an eye catching yellow grille. While the penetrating, piercing sound improves your safety in road traffic, the single bolt mount makes the horns easy to install. The horns are an ideal choice for tough off-road use.



P/N 6029

SUPER TONE HORN - S70

Size doesn't matter when it comes to this compact yet powerful super tone horn. The space saver with an outstanding size/performance ratio features a long-range sound that makes sure you are heard and therefore safer in day to day road traffic.

90MM LED HEADLAMPS

Meet HELLA's new extended range of powerful 90mm LED headlights with an exceptional crisp, white light output and low power consumption ensuring ultra-long life and economical running costs compared to bulb lamps. The lamps are available as separate high and low beam, a Bi-LED combining both, a fog beam and a combined daytime running lamp, front position and fog lamp.



P/N 1F0 011 988-121
90mm LED High Beam Headlamp



P/N 1ML 012 488-011
90mm LED Low Beam Headlamp

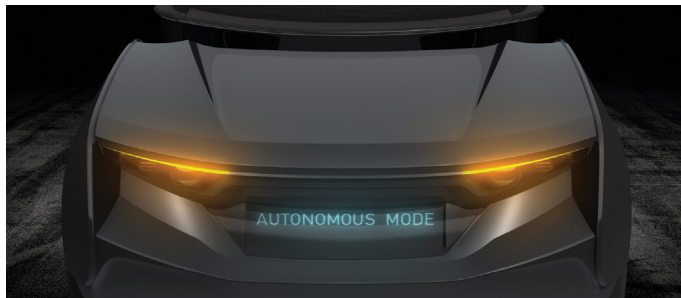


P/N 1032-G2
90mm Bi-LED 2nd Generation Headlamp



P/N 1N0 011 988-011
90mm LED Fog Beam Headlamp

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



Holographic Lighting Technology

Together with Covestro, one of the largest polymer manufacturers in the world, lighting and electronics specialist HELLA has developed a new design for vehicle signal lighting using holographic technology. The two companies have been developing innovative designs for the front and rear lighting of electric cars in collaboration since 2015. The result is holographic lighting with 3D effects, as well as a seamless and aerodynamic design.

Designers at HELLA developed the holograms and Covestro then incorporated these into a transparent holographic film, which retains the design and is laminated onto a 3mm glass plate. Holographic films are perfectly suited for integrating different lighting functions into the body in a space-saving and unobtrusive way. The holographic film is illuminated from behind using LED light sources and reflectors. This results in a 3D effect – as if the elements are floating freely in space.



SPOTLIGHT Competition Winner



Neil Kinnersley from Upper Hutt is now the proud owner of a HELLA LED Light Bar 470 after winning the latest Spotlight Competition. "How many high performance LEDs does the HELLA Light Bar 470 have?" we asked. Neil was one of the many who knew the correct answer "16". Having his name drawn out of all those entries, the VTNZ employee was "over the moon" that he won the popular HELLA best seller.



HELLA 2017 CONTACT MAN

A Two Day Intensive Training Course



COME EXPERIENCE HELLA TECHNOLOGY

The HELLA Contact Man Course is designed to provide insight into the world of HELLA New Zealand. Come experience the culture, learn about innovative product development and the advanced technology used in the manufacturing of HELLA products.

Each participant will receive a detailed course manual, giveaways, HELLA information folder and a certificate for completing the course.

HELLA provides lunch for two days and dinner on day 1, plus overnight accommodation and breakfast for 'out of town' participants. Your company provides travel to and from the course.

HELLA can tailor the Contact Man Training Course to suit individual customer requirements.

COURSE DATES 2017

BOOK NOW

Monday - Tuesday 20-21 March

Thursday - Friday 15-16 June

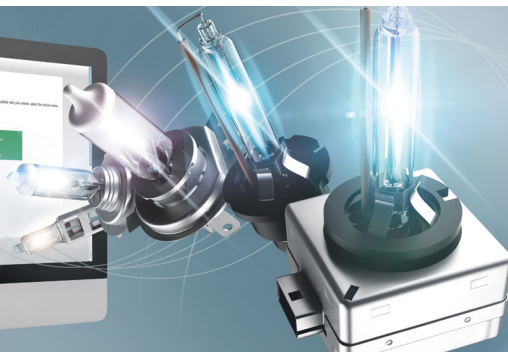
Monday - Tuesday 18-19 September

Contact: Sandra Fischer

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HELLA Contact Man is only available to New Zealand residents.

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Quickly find the right bulb for your vehicle

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DUAL COLOUR LED FLOODLIGHTS

NEW RELEASE

The popular Sea Hawk-XL LED Floodlights from Hella marine now have dual colour options. Utilise the bright white light when fishing, working or cleaning up, then switch to a secondary colour for increased versatility.

Red is perfect for preserving night vision, blue is popular when added bling or a point of difference is needed, while warm white creates added comfort if wanting to relax or match the rest of the interior lighting.

The new Sea Hawk-XL continues using the latest Hi-Tech materials. A heavy duty Grilamid® lens provides exceptional impact resistance. The unique ceramic thermal polymer housing distributes heat away from internal components and avoids potential corrosion issues associated with metal housings.

Hella marine Sea Hawk 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.



Award winning Dickey Boats choose Hella marine LED lighting

The latest Semifly 45 to be produced by Dickey Boats features Hella marine LED lighting throughout. Ultra reliable NaviLED navigation lamps and Sea Hawk LED floodlights are fitted exterior, while EuroLED down lights illuminate the salon and cabins.

Hella marine is proud to be associated with Dickey Boats and believe we share similar values. Safety, quality and reliability are all top priorities and provide peace of mind to our valued customers. Innovative design, robust construction and overall efficiency are other important qualities both companies share.

Custom build and hand crafted to order, Dickey Boats have built a reputation for quality and performance. Having won numerous awards at local boat shows over the past few years Dickey Boats are positioned as one of the premium boat builders in New Zealand.

For more information on Dickey Boats and the range of vessels they manufacture visit www.dickeyboats.com

HELLA MARINE APPOINTS NEW PRODUCT MANAGER

It is with pleasure that Hella marine announce the appointment of Ramon Surrey as its new Product Manager. Ramon will be based out of the company's headquarter offices, located in Auckland, New Zealand.



Surrey has 10 plus years of product management experience in end-to-end product design, development and management skills, for both electronics and software. Having previously worked at ASSA ABLOY and Paxton Access Ltd (UK), Surrey understands the importance of internal and external stakeholder engagement, customer satisfaction and retention within a global marketplace.

"Ramon brings to us a wealth of experience," said Duncan Stirling, Hella marine Marketing Manager. "His deep technical knowledge and outstanding communication skills will be a great addition to our team".

Within the Hella marine product portfolio, Ramon will oversee the continued design and development of LED navigation lamps, interior / exterior, and boat trailer lighting solutions. Proudly designed and manufactured in New Zealand, Hella marine's comprehensive range of energy efficient and reliable LED products are distributed to leading OEM's and distribution partners worldwide.



www.facebook.com/hellamarine