



# HELLA New Zealand **SPOTLIGHT**

Bringing you the latest information from Hella New Zealand

ISSUE #7 2014

**LED  
MATRIX  
LIGHTING**  
WINS AWARD

**+**  
**SPOTLIGHT  
ON BUSINESS**  
HOWICK AUTO  
ELECTRICAL



# HELLA TECH WORLD **ONLINE NOW**

**Sea Hawk-R  
Floodlights**



**LED Luminator  
Compact Released**



# NEW CAT CT610

## Demonstrator on Tour

The new Cat CT610 demonstrator was launched in New Zealand earlier this year and was fitted with a variety of high-end HELLA lighting products.

The heavy duty HELLA 2391 LED combination lamps compliment the stainless steel work on the new Cat CT610 demonstrator nicely. In addition the HELLA DuraLED® flush mount front marker lamps look great and the new ultra slim line design made the installation a breeze.

HELLA now offer a selection of interchangeable customised accessories for the DuraLED® LED lamps including the polished 316 stainless steel bezels as seen on the CT610 demonstrator.

The new Cat CT610 demonstrator can be seen on tour around the country throughout the year.



The new Cat CT610 demonstrator is fitted with high-end HELLA products.



P/N 2060S



P/N 2559



P/N 2027



P/N 2391

## HELLA'S LED MATRIX LIGHTING WINS AUTOMOTIVE NEWS PACE AWARD



HELLA recently won the prestigious 2014 Automotive News PACE award for its industry-first adaptive LED Matrix Beam technology.

A leader in automotive lighting and electronics, HELLA's "glare-free high-beam" headlights use individually controlled LEDs that adjust automatically to real-time traffic conditions to reduce glare for other drivers.

The new Matrix Beam system combines a front camera, high-performance software and "intelligent lighting" technology to recognize cars that are being followed as well as oncoming traffic. The system automatically adjusts a car's headlamps to deliver "glare free" illumination, dimming or switching on and off light sources based on traffic conditions. Individually controlled

LEDs also provide up to 8 dark zones with "light in-between," allowing continuous use of a vehicle's high-beams to maximize visibility and provide a safer driving experience.

An industry first, HELLA's system utilizes 25 individually controlled LEDs arranged in a matrix format to provide car owners with an almost unlimited variety of lighting patterns.

LEDs are widely accepted in the industry as alternative light sources, supplying a variety of advantages when compared to traditional technologies such as halogen or xenon lighting. LED lighting imitates natural sunlight better than other light sources and can help reduce driver fatigue. It also can provide more "robust" solutions that don't depend on mechanical parts and are more durable than conventional lighting systems.



LED Matrix Beam technology



# HELLA RETAIL PARTNERS AND CERTIFIED INSTALLERS

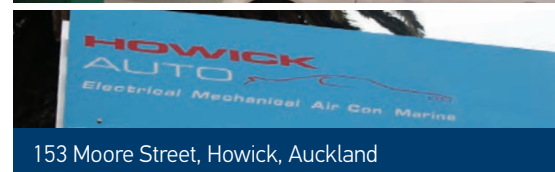
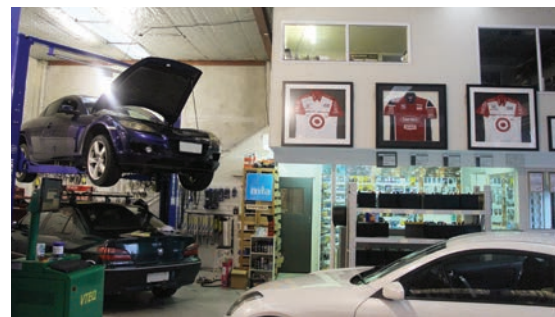
## Spotlight on Business

### THE AWARD WINNING HOWICK AUTO ELECTRICAL

With two MTA-Awards to their name, Best Auto Electrician 2011, and Small General Repairer Southern 2014, the natural progression from a specialized fitter for commercial vehicles to a general automotive mechanical and electrical repairer has worked well for Howick Auto Electrical. As one of the original HELLA retail partners, owners Mark Jones and Dion Lowe have fitted thousands of HELLA lamps in cars, trailers, buses, trucks and boats. Working with various brands the automotive specialists swear by the superior HELLA quality. "Once we fitted a lamp and thought it was a HELLA product. When it came back 3 weeks later due to malfunction we questioned ourselves and thought we must have wired it falsely because HELLA lamps don't usually come back. We fit them once and that's it, we never had a failure. It turned out the lamp fitted was a Chinese copy of a HELLA lamp. That explained everything."

After having fitted about 700 ambulances and 200 buses Dion and Mark took their business to the next stage. With 5 staff they now offer a diversity of electrical and mechanical automotive services on their premise in 153 Moore Street in Howick. The newest addition to their modern workshop is a brake

suspension machine turning their garage even more into a one stop shop for every automotive need like WOF, vehicle diagnostic, air conditioning and much more. The overwhelming positive feedback from customer surveys and MTA-judges secured them the 1. Place as Best Auto Electrical in 2011 and is proof for the outstanding excellent service at HELLA's retail partner Howick Auto Electrical.



## HELLA WELCOMES TWO NEW TEAM MEMBERS

### NEW LOWER NORTH ISLAND AREA SALES MANAGER

Clinton Williams (Clint) is our new Lower North Island Area Sales Manager. He will be looking after our customer network from Rotorua to Wellington, Gisborne to New Plymouth.

With more than 15 year's experience in the automotive industry Clint will be a strong addition to the existing Sales Team. He is looking forward to building strong relationships with key customers and auto electricians.

In his spare time Clint likes to go the gym and enjoys long, adventurous mountain bike rides. He has also represented New Zealand in Baseball.



### CUSTOMER COMMUNICATION/ PUBLIC RELATION OFFICER

Sandra Fischer is the new Customer Communication/Public Relation Officer for HELLA New Zealand. Having worked as a journalist for almost 20 years and numerous years in PR and Event Management, the German born 43 year old brings valuable experience and knowledge to her new role. Her new responsibilities are an extension of her prior work duties within the scope of PR, Media & Internet Content.



# SAY HELLO TO HELLA TECH WORLD

In keeping with our commitment to industry leading engineering support, HELLA TECH WORLD is a specialist knowledge portal for garages that is free to use. Featuring practical advice, technical documents and illustrative videos, HELLA TECH WORLD offers vehicle specific diagnostic and repair advice for over 1,100 popular vehicle makes and models.



Centred around an integrated Know-How Tool, this online training tool provides detailed technical background knowledge and realistic 3D images to expand your knowledge of HELLA's core fields of expertise – lighting, electrics, electronics, thermal management and diagnostics.

For your convenience, the portal's content is searchable through a specially developed, Google-powered search engine to ensure that reliable engineering information is never more than a few mouse clicks away.



24/7



Free



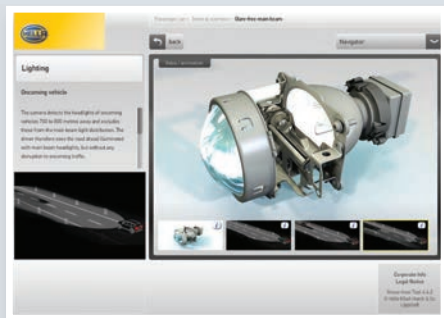
Current

HELLA TECH WORLD has been developed to be the ultimate technical resource for HELLA products, but we are also pleased to say that the project has been extended to include data for products produced by the company's joint venture partners.

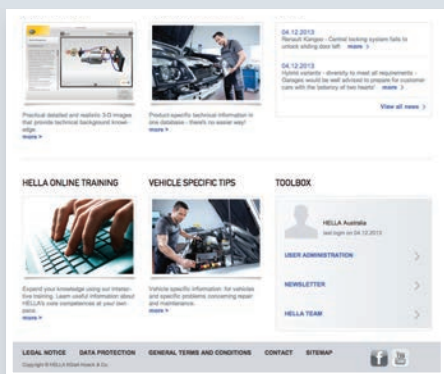
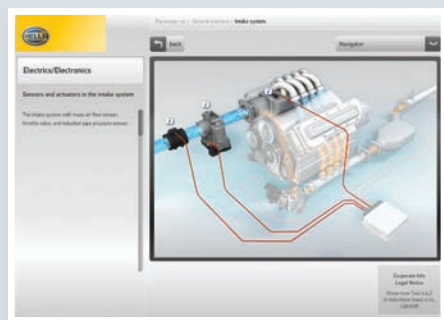
HELLA TECH WORLD is a rapidly developing project, so be sure to sign up to our online newsletter to keep up-to-date on the latest additions to the portal.

HELLA TECH WORLD content  
is available to you **FREE OF CHARGE**  
[www.hella.com/techworld](http://www.hella.com/techworld)





Technical expertise combined with realistic 3D representations.



**Register today and start acquiring the knowledge that will give you a genuine advantage – greater competence and greater success!**



### Vehicle-specific repair information

We support automotive garages with vehicle-specific diagnostic and repair information related to a variety of fault symptoms – and covering all of HELLA's core competency areas!



### Technical Product Information

Prepared by experienced technicians: we have collected our technical information on HELLA products and specific vehicle systems right here for you.



### Technical Literature

To assist you, HELLA has compiled a number of practical manuals containing comprehensive basic know-how and solutions to damage problems, right down to explaining the functionality.



### Technical Videos

As assistance or training for your day-to-day work, in these short videos our experts show you in detail all the necessary steps for correctly repairing systems from HELLA's core competency areas.



### Practical knowledge

Practical information from the expert: installation instructions, technical brochures, filling capacity manuals, technical videos and much more – expertise for your garage.



### HELLA's Online Training

Expand your knowledge with our interactive tutorial. Learn at your own pace about HELLA core fields of expertise.



### Know-how tool

Discover the comprehensive possibilities of our know-how tools – technical expertise combined with realistic 3D representations.



### Sales support

A high level of customer satisfaction and better sales: we offer a wide range of assorted promotional materials that you can use to maximise customer loyalty.

Perfect handling thanks to the intelligent search function

SEARCH

Powered by Google



Straight to the answer: our optimised search function powered by Google.



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

**New  
PRODUCT**



P/N 98057300

## DuraLED® WL550 Work Lamp - White

The DuraLED® WL550 LED Work Lamp incorporates the latest technology to offer a powerful, durable lighting solution for a multitude of applications.

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 550 lumen.

Designed with Fit and Forget durability in mind, the WL550 features a highly impact resistant Swiss-made 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. Choice of two light patterns, either spread or wide spread.

- 4 high performance LEDs.
- Luminaire Performance\* 550 lumen.
- Low power consumption of 7W.
- Dust and waterproof.

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

For more information  
on the new products  
listed here please visit  
**www.hella.co.nz**



DuraLED-DT®

**New  
PRODUCT**



Oval 90 LED Work Lamp



HypaLume®

## LED Luminator Compact SPREAD BEAM DRIVING LAMP

**New  
PRODUCT**

HELLA remains on the cutting edge of innovative lighting technology with the release of the LED Luminator Compact driving lamp, setting new design and technology standards for professional and heavy-duty applications.

Equipped with innovative double high-boost reflector and state-of-the-art LED technology for all lighting functions, Luminator Compact LED driving lamps deliver long lasting and extremely powerful light output, achieving an intense and consistent long-range illumination that is very similar to daylight, without harsh contrasts.

- 2 high performance LEDs.
- Low power consumption of 11W.
- Dust and waterproof.
- Reduces driver fatigue.
- Rugged alloy housing.



P/N 1394

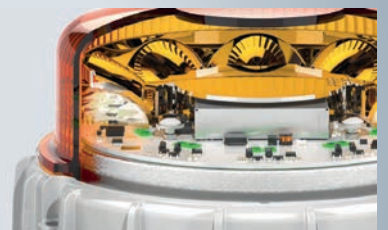


## K-LED 2 Beacon

**New  
PRODUCT**

K-LED low profile beacons are the ideal choice wherever beacons risk interference with radio communications. The K-LED 2 beacon features 20 high power LEDs providing high light output for best visibility.

An automatic day/night sensor adjusts brightness to avoid glare discomfort at night. 14 different flashing and 2 rotating patterns.



P/N 1614

HELLA Beacons are designed, tested and protected for guaranteed performance and reliability.

- 20 high power LEDs.
- Automatic day/night sensor.
- Robust and vibration resistant.
- Low EMC signature reduces possible interference with electronic devices.
- Reverse polarity and voltage spike protection.
- 14 different flash and 2 rotating patterns.
- Ultra long service life.





## HELLA MOTOR SPORT International Rally of Whangarei

The annual VINZ Rally of Whangarei had the entire town in a frenzy, with roaring engines racing through the streets and excited spectators cheering on their favourite drivers.

The event started on Friday afternoon with a Rally Show and Ceremony at Cameron Street Mall in the centre of Whangarei. Saturday night marked the first annual HELLA Pohe Island Super Special Stage, where drivers did two runs at the night time spectator stage passing underneath the adjacent bypass bridge, the Te Matau.

HELLA has been sponsoring the Rally for many years and invited local customers to enjoy the event by hosting a corporate hospitality marquee dinner at the Saturday evening stage. Over 60 rally enthusiasts including their families enjoyed a hearty meal while watching the race.

Customers were thrilled by the exhilarating performance of the Asian Pacific Rally drivers, and the evening was surely a night to remember!

HELLA would like to congratulate the overall winner India's Gaurav Gill and Australian based co-driver Glenn Macneall that won this year's rally.

See you next year!



## Battery Town Conference

HELLA New Zealand once again attended the annual Battery Town Conference in Auckland's Pullmann Hotel. While 60 companies were represented at the popular conference, HELLA's Sales Reps Derek Schick and Clinton Williams displayed the latest lighting solutions from HELLA. Congratulations to Aaron Clifford from Roses Auto Electrical, Christchurch, who won a handheld LED spotlight in the prize draw.

## Round the Bays 2014

Almost 100 HELLA employers participated in this year's Round the Bays Charity Run from Auckland's CBD to St Heliers where they were greeted by HELLA's Managing Director Martin Reinbach and treated to refreshments and a barbeque. HELLA staff finished the 8.4km course with times varying from 37 minutes to 2 hours. Proceeds are going to Radio Lollipop, Crohn's and Colitis New Zealand, the Cystic Fibrosis Association, Fairfax First Books, The Hearing House, Kidsline and the Radio Raukauri Music Therapy Centre.





New  
PRODUCT

## Sea Hawk-R Floodlights Launched – The Future is Here



A top mover worldwide, Hella marine's Sea Hawk lamps have evolved to feature advanced materials for efficiency and guaranteed reliability.

New Sea Hawk-R housings are 'Non-metal', injection moulded from thermally conductive ceramic polymer that is highly resistant to degradation, even under harsh UV. This advanced material eliminates the requirement for an aluminium housing in this class of floodlight, removing potential corrosion risks associated with coated metal in the marine environment.

The Sea Hawk-R offers a class leading 550 lumens for only 7W consumption. The optical system illuminates a wide spread which is ideal for cockpits, foredecks or working areas on commercial and recreational vessels.

Hella marine benchmarks such as protected 9-33V Multivolt electronics, tinned cable, Grilamid® lens for strength and UV resistance, tool-less vertical adjustment, a 316 stainless steel bracket and the 'Fit and Forget' Hella 5 Year LED warranty are further advantages.

7w  
550  
Lumen

5 YR  
WARRANTY

9-33V  
MULTIVOLT™

IP 67  
COMPLETELY  
SEALED

CORROSION  
PROOF  
HOUSING

For full product specifications please visit [www.hellamarine.com](http://www.hellamarine.com)



### Hella marine exhibits at two of the largest boat shows in the southern hemisphere.

Leading local boat builders and electronics companies were on display at the Hutchwilco New Zealand Boat Show in Auckland. With over 34,500 visitors during the 4 days the show is proving to be the largest and most popular in the country.

Congratulations to Rayglass, Smuggler and the overall winner - Dickey Custom 950 who each picked up a number of awards at the show. Once again Hella marine products are proudly fitted to the majority of boats awarded, as well as the amazing gate price - a Stabicraft 2050 Supercab.

Sanctuary Cove International Boat Show on Australia's Gold Coast is a feature in the international show calendar. With over 300 exhibitors and 500 boats on display, both on water and on land, the show attracts buyers and marine industry representatives from across Australia and around the globe. 4 days of stunning weather in a picturesque location all contributed to the festive vibe for the 42,000 visitors who attended.

At both shows Hella marine showcased the latest LED lighting solutions including the new Sea Hawk-R LED floodlights which generated a lot of interest. Optimism is high for the marine industry with reported sales and many positive leads suggesting visitors are ready to buy.

New  
PRODUCT

## NaviLED 360 Compact

Efficient, bright and reliable technology for peace of mind at anchor.

Taking compact and ultra durable to new levels, Hella marine's new 2 nautical mile LED anchor lamps offer fantastic visibility and consume less than 1W!

The light engine is completely sealed and once installed into the twist lock base features no visible fastenings. Proven materials will not yellow or become brittle in harsh UV.

International certification, advanced 9-33V electronics, quality marine cable, a tough Grilamid® lens, a featherweight of only 90 grams and the 'Fit and Forget' Hella 5 Year LED warranty combine for another world leading navigation lamp from Hella marine.



Compact size not much larger than a golf ball.

CONSUMES <1W



Twist lock base features no visible fastenings.