



# HELLA New Zealand SPOTLIGHT

Bringing you the latest information from HELLA New Zealand

ISSUE #3 2012

**WIN THE  
HELLA  
PRIZE  
PACK**  
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TO ENTER

**MANUKAU  
4WD CLUB**



**HELLA SHOWS  
SUPPORT**

**European  
Tradeshows**  
AUTOMECHANIKA  
& IAA EXPO 2012



THE HIGHLY ANTICIPATED

## LED LUMINATOR

TECHNICALLY ADVANCED LED DRIVING LAMP RELEASED

**EuroLED®**  
95

**Hella marine  
DOWNLIGHTS**

THE VERY LATEST IN  
LED TECHNOLOGY



**SPOTLIGHT  
ON BUSINESS**

PAPAKURA AUTO  
ELECTRICAL

**WE TALK**

HELLA PARTNERSHIPS  
**NEW HELLA PACKAGING**  
AND V8 SUPERTOURERS



**NEW RELEASE**

**POWER  
BEAM  
3000**

LONG RANGE  
LED WORK LAMP







## Spotlight on Papakura Auto Electrical - 60 Years Strong

**P**apakura Auto Electrical has been owned and operated by the Brooks family for over 60 years. Originally founded in 1952 in Papakura by Richey Brooks it was then purchased in 1994 by his son Richard Brooks, continuing the family legacy and adding a wealth of industry knowledge.

The business is now double the size of its original site and, since 1998, also includes the Auckland ARB dealership. In 2002 they also saw the addition of Auckland Performance Tuning. In addition to a wide range of auto electrical and mechanical expertise, the team at Papakura AE are specialists in performance engine modifications and custom 4X4 setups.

"It is important to keep up with the pace of technology today," says Richard Brooks, "on-going training and technology investment ensures we have the expertise to tackle all challenges head on. Being a part of both the Bosch and HELLA partnerships means that we are able to access the best training and expertise direct from leading industry manufacturers which is also complemented by comprehensive nationwide backup and support.

The Papakura AE showroom features new HELLA display headers and an extended range of HELLA accessories.



HELLA's new blister style packaging for LED products and accessories.



"The HELLA retail partnership has been a valuable part of our business" says Richard, "the HELLA brand is synonymous with quality and now with the newly designed product packaging and extended range of accessories, offers a retail package that is unique."

## Spotlight on Business



HELLA dual-purpose retail packaging can be displayed free standing or hung for effective merchandising displays.



**EARLY** on Papakura AE gained a reputation for custom tuning factory ECUs and performance upgrades. The need for a specialist became apparent, and following the purchase of a rolling road dyno from Australia and the securing of the Unichip agency, Richard set up Auckland Performance Tuning in 2002.



Specialising in race and club car aftermarket ECUs, custom wiring and performance dynotuning the business has gone from strength to strength.

APT pride themselves on dynotuning and when Ford and Holden are concerned they hold no grudge, they even own one of each.

For more information on APT visit [www.aptnz.com](http://www.aptnz.com)



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## V8 SuperTourers

**RICHARD AND THE TEAM** mapped out the electrical system for the V8 SuperTourers which are all specified with a bespoke wiring loom manufactured by the team at Papakura AE.

As well as quality HELLA accessories the cars are also specified with two HELLA LED lamps, the rear-mounted rain light and a green dash-mounted LED lamp to indicate the principal driver is in the car.



TEAM RACING PROJECTS  
DRIVEN BY COLIN CORKERY

## SUZUKI HAYABUSA

### WORLD SPEED RECORD



**T**he world record setting turbo charged 1300cc Suzuki Hayabusa was tuned by Jason Swan at Papakura AE. Ridden by Richard Assen, it set the Federation Internationale De Motocyclisme (FIM) world record for an open class motorcycle and fastest overall sit-down motorcycle with a speed of 420.429 kmph or 261.243 mph on the famed Bonneville Salt Flats last September.

The striking red Suzuki took pride of place on the Auckland Performance Tuning stand at the CRC Speedshow held earlier this year.





At the start in Melbourne with HELLA Australia's Marketing Manager, Tomas Plessinger (right) and the world record breaking team.



Success at the St. Petersburg finish line

## 23,000k World Record Success

# HELLA LUMINATOR LIGHTS THE WAY

**HELLA CONGRATULATES** Rainer Zietlow, Marcus Biela and Vladimir Gagarin on successfully establishing a new world driving distance record, having driven from Melbourne, Australia to St. Petersburg, Russia in 17 days, 18 hours and 49 minutes.

The mammoth 23,000 kilometres was driven almost non-stop from July 27th. 43 year old multiple world record breaking endurance driver Zietlow and his two co-drivers set out from Melbourne Town Hall to attempt this incredible road journey. As to be expected with an epic journey of this distance that crossed nine countries and all manner of road conditions, the trip was not without its problems. Despite some mechanical set backs and the occasional puncture, Zietlow managed to limit vehicle down time to just one day and a half. Their issues included having punctured the engine radiator in East Timor and a ferry engine that broke down forcing the chartering of another boat as they made their way through the archipelago of Indonesia.

HELLA LED Luminator driving lights fitted to the near standard Volkswagen Touareg V6 TDI performed brilliantly throughout the world record drive. Zietlow described road conditions as some of the worst he had ever encountered in any of his past world record drive efforts, particularly during the overnight runs. "One thing that was never a concern on this world record trip was our ability to light up the roads at night with our super-bright HELLA LED Luminator driving lamps. These combined with the Touareg's own premium quality Xenon lights, also made by HELLA, ensured that we had an excellent view of the road conditions when driving through the night. I am glad that we could show how great the HELLA LED Luminator driving lamps perform throughout this record attempt," Zietlow stated.


"Some of the pot-hole ridden roads were absolutely terrible, it was vital to be able to identify the large hazards, such as wildlife, to ensure that we kept the Touareg in one piece," Zietlow said.

HELLA Australia's Marketing Manager, Tomas Plessinger says, "All at HELLA congratulate Rainer and his crew on achieving this world record. We are very pleased that our premium quality LED Luminator lights played a crucial role in establishing this new world record, while also contributing enormously to the crew's safety all the way from Melbourne to St. Petersburg." Zietlow has embarked on a number of international road shows for the remainder of 2012, displaying the world record breaking car at various HELLA and Volkswagen outlets throughout Europe, Russia, Germany, South East Asia and in Australia.

The car will also feature at events around the world including the Automechanika trade fairs in Russia and Germany.

Zietlow has also provided a donation of 10 Euro Cents for each kilometre driven on the drive from Melbourne to St. Petersburg to a Plan International children's project in Laos.

More information of the world record drive is available at [www.touareg-russtralia.com](http://www.touareg-russtralia.com)



**HELLA REMAINS  
AT THE FOREFRONT  
OF LIGHTING  
TECHNOLOGY  
LED LUMINATOR**

For more information contact your local HELLA stockist.

# HELLA LED

Technically Advanced LED Driving Lamps Launched in New Zealand

# LUMINATOR

**HELLA ANNOUNCES** the ultimate vehicle lighting enhancement. The highly anticipated release of the world's most technically advanced LED driving lamps, the HELLA LED Luminator series, has caused an international sensation.

Featuring precision engineered reflector systems and state-of-the-art LED technology delivering extremely powerful output and a long service life, HELLA Luminator lamps deliver an intense and long-range light beam. Light colour is a simple brilliant white, very similar to daylight without harsh contrasts. LED Luminator performance eclipses the benchmark HELLA Rally 4000 halogen series as a clear illustration of the depth and competence of HELLA's dedicated off road LED driving lamp research and development programs.

The HELLA LED Luminator driving lamp is distinguished by its distinctive optical system featuring three high powered, high performance LEDs housed behind a tough and durable hard coated polycarbonate lens.

The innovative design features a unique triple high-boost Free-Form reflector, convenient in-built LED position light and weatherproof die cast aluminium housing and sturdy bracket.

HELLA Luminators feature Multivolt™ adaptability on board, enabling reliable operation when connected to vehicle systems ranging from 9 to 33 volts. Current draw is low, each HELLA LED Luminator auxiliary lamp uses only 1 watt when functioning as a position light and a mere 30 watts (2.5A @12V/ 1.25A@24V) as a powerful driving light that will illuminate up to 540 metres in distance (at 1 Lux), outpacing conventional halogen driving lamps for almost half the power consumption.

**Three high powered, high performance LEDs. No bulb replacement or general maintenance required.**

Commercial transport managers, professional drivers and 4WD operators can be certain of HELLA reliability. Resistance to vibration, dirt and water the HELLA LED Luminator series is second to none. Having withstood thousands of hours of gruelling environmental tests throughout its development program, once HELLA Luminator driving lamps are fitted there is no bulb replacement or general maintenance required.

LED Luminator driving lamps are designed and manufactured by HELLA in Germany and carry HELLA's 5 year LED warranty.



UNIQUE TRIPLE HIGH-BOOST FREE-FORM REFLECTOR

## LED LUMINATOR SPECIFICATIONS

P/N:	1389	Light Temp:	6000K
Mounting:	Upright or pendant.	Lens Material:	PC
Voltage:	Multivolt™ for optimum brightness at input voltages from 9 to 33 volts.	Approval:	(E) 3161
Power Consumption:	Driving lamp: 30W Position lamp: 1W	Spare Part:	9.1389.01 - Driving lamp lens, reflector and LED light source



# POWER BEAM 3000

## LONG RANGE LED WORK LAMP

New  
PRODUCT



**THE NEW** Power Beam 3000 LED work lamp has 16 high performance LED's for a powerful white light output rated at 3000 lumen, making it brighter than a standard 35W HID work lamp.

This new release features a robust aluminium die-cast housing, heavy duty stainless steel bracket and nylon lens for consistent long range illumination.

- Multivolt™ 9 - 33V
- Low power consumption of 43W
- Long range beam (80m)
- Fully sealed against dust and moisture

## HELLA NEWS

**Images (top to bottom)**  
HELLA's 1,350m<sup>2</sup> spread at Automechanika, Frankfurt.  
HELLA exhibits at the IAA expo two weeks later.



## INTERNATIONALLY SUCCESSFUL SEPTEMBER FOR HELLA

### Automechanika & IAA Expo 2012

**SEPTEMBER** was a busy month overseas with HELLA exhibiting at two large trade fairs in Germany, Automechanika in Frankfurt and IAA Commercial Vehicles in Hannover.

Automechanika is the most significant event of its kind for the automotive aftermarket with around 148,000 visitors attending over the 6 days.

This trade fair is largest event on HELLA's calendar and we had a

presence of more than 1,350m<sup>2</sup>, spread across 4 stands.

Two weeks later HELLA was also exhibiting at the IAA Commercial Vehicles expo, the leading international trade fair for mobility, transportation and logistics. This event attracted over 260,000 visitors and was the perfect platform to show HELLA's technical expertise and innovative strength for target groups such as trucks, trailers, buses and special vehicles.

FEELING  
LUCKY?  
**WIN**  
THE HELLA  
PRIZE PACK



### Enter to Win the HELLA Prize Pack

**To enter:**

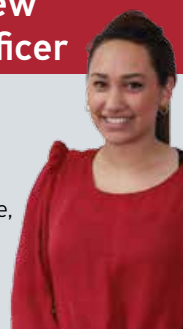
Find the keyword and email the page number and article title to [competition@hella.co.nz](mailto:competition@hella.co.nz)

Keyword: **Melbourne**

### HELLA Welcomes New Customer Service Officer

Jasmine Rogers is a recent new addition to the HELLA customer service team.

With over 4 years industry experience, she will become a familiar face and voice on the frontline of HELLA New Zealand.





## ROAD TRANSPORT FORUM

**THE ANNUAL** New Zealand Road Transport Forum Conference was recently held in Rotorua and was an opportunity for members to come together and discuss issues and events in the industry. With many changes happening recently in the road transport industry, most notably the changes to the RUC system, the 2012 Conference was an important date in member's calendars.

The focus of this year's conference was "Building a Better Business"; emphasising the need to implement efficient business practises in the economic downturn. HELLA, a long standing supporter of the road transport industry, presented the efficient HCS (HELLA Compatibility Solution) lamps, which are ISO 13207-1 compliant, along with our extensive range of commercial lighting solutions.



This years RTF featured show truck was a new CAT CT630 owned by Ruakuri Contracting. The truck and trailer were fitted out with HELLA 500 series LED signal lamps which feature HELLA's ultra high visibility optics for significantly improved side visibility.

DuraLED® 2058P stainless steel side markers were chosen to complement the polished alloy body and a set of 1547-LED work lamps and 2559 LED number plate lamps finished the truck and trailer off nicely. The combination proved a real head turner and generated a great deal of interest.



**Images (left to right)** One of Manukau 4WD Club's many off road events. The HELLA tent in action at a fund raising event. Annual community cleaning weekends.



For more information on Manukau 4WD Club visit [www.manukau4wd.org.nz](http://www.manukau4wd.org.nz)

## MANUKAU 4WD CLUB

### HELLA DONATES TENT TO WORTHY CAUSE

**THE MANUKAU 4WD CLUB** is a long standing organisation dedicated to promoting off road recreation and organising social activities for its members. Along with organising trips and competitions for its members to participate in, the Manukau 4WD Club is heavily involved in the community, organising an annual cleaning of beaches and of Trig Road in Clevedon, organising fundraisers for Hunua and Ramarama Schools, and the running of training days, of which the proceeds are donated to the Westpac Rescue Helicopter.

Being a long time sponsor of the club, HELLA saw the opportunity to offer their support by donating one of our HELLA marquees, which provides shelter when the club hold their regular fundraising events.

HELLA products have proved popular over the years with members utilising long range work lamps for night stage competitions and appreciating the improved visibility HELLA lamps provide.



### NEW EUROLED® 95 SERIES DOWNLIGHTS

The elegant and timeless EuroLED® 95mm LED downlights maximise the very latest in state of the art LED technology to provide illumination comparable 20W halogen for only 4W, a fraction of the power consumption.

**COMPLETELY** sealed and pre-wired with 500mm of marine tinned cable, EuroLED® 95mm lamps are designed for interior and exterior installations, wet or dry.

Each lamp operates on an input voltage between 10-33V DC and requires no remote drivers or control wires. Simply connect the positive and negative cables to 12V or 24V DC systems.



Internal electronics provide robust electronic protection for on-going reliability including significant spike and reverse polarity protection.

Advanced HELLA optic engineering provides a wide spread of uniform illumination without glare or eye strain. Precise LED selection ensures class leading colour rendering with interior enhancing colour temperatures in white (5000K) or warm white (3000K). These lamps can also be fully dimmed and controlled with PWM dimmers such as the Hella marine 2 Group Light Dimmer (5XA 998 572-001).

The EuroLED® 95mm lamp body features a shallow mounting depth of only 28mm and is available in



screw mount or 316 stainless steel spring clip versions. Cut out hole diameter is 72mm and attractive bezel finishes include highly polished 316 stainless steel or UV resistant bright white plastic.



EuroLED® 95mm downlights represent the latest in compact, energy saving and maintenance free Fit and Forget Hella marine technology, with impressive illumination.



**EuroLED®**  
95



- Designed and manufactured in New Zealand
- 5 year warranty
- Completely sealed and pre-wired
- Ultra Efficient (4W)
- Shock and vibration resistant



[www.facebook.com/hellamarine](http://www.facebook.com/hellamarine)

## LE GRAND PAVOIS BOAT SHOW FRANCE

Hella marine products are highly regarded amongst the French sailing public and boat building industry. The latest LED ranges were recently show cased last month at Le Grand Pavois Boat Show, La Rochelle, Southern France.

The six day event attracted 80,000 visitors this year until an unfortunate storm moved in on the last day to force the show's cancellation.



Jeremy Groux Hella marine NZ  
Markus Frühwirth Hella marine Europe

[www.hellamarine.com](http://www.hellamarine.com)



## HELLA MARINE SUPPORTS EMIRATES TEAM NEW ZEALAND

Hella marine has announced that it will continue to support Emirates Team New Zealand throughout its challenge for the 2013 America's Cup.

Hella marine's support strengthens the relationship formed when ETNZ entered Camper into the Volvo around the world yacht race. The recently launched 72 foot catamaran is the fastest sailing yacht ever built in New Zealand and requires a 1200hp chase boat capable of more than 50 knots to keep pace with her.

Both boats feature Hella marine LED lighting to maximise long days on the water testing and training in this state of the art machine.

Visit [facebook.com/hellamarine](http://facebook.com/hellamarine) for video of the impressive boats in action.

