



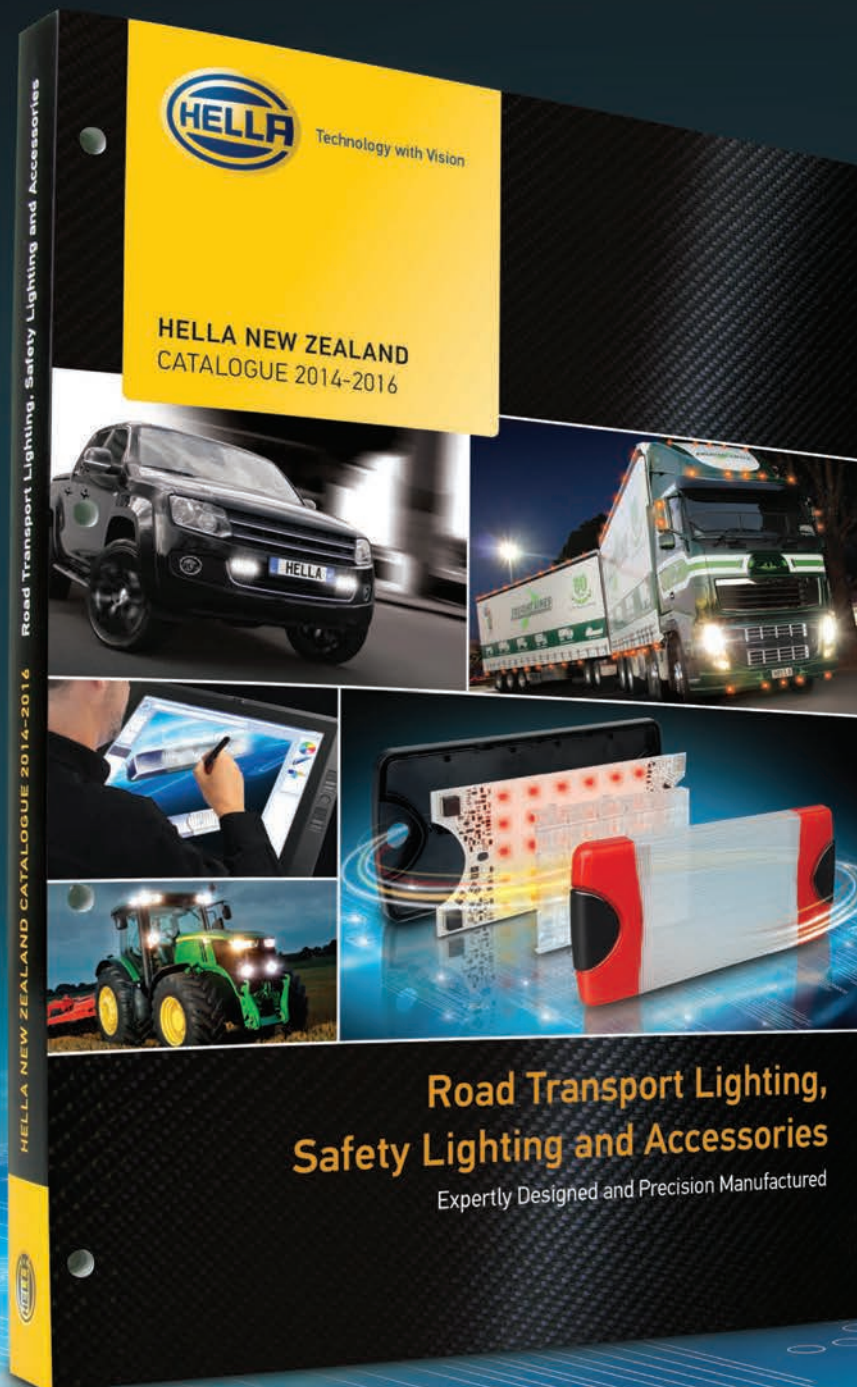
SAFETY DAYLIGHTS™ & CLASSIC HITS



HELLA New Zealand **SPOTLIGHT**

Bringing you the latest information from HELLA New Zealand

ISSUE #6 2014



BIGGER BETTER BRIGHTER

362 TECHNOLOGY
DRIVEN PAGES

NEW HELLA CATALOGUE OUT NOW



Hella marine Awarded
Best Lighting Supplier

Possum Bourne
Memorial Rally



Tribute to Possum Bourne

Son Taylor's debut at Memorial Rally



Taylor Bourne



AFTER a long standing, successful sponsoring relationship with legendary rally champion, the late Possum Bourne, it was a natural step for HELLA to also support Possum's son Taylor when he made his rally debut at the 10th annual Possum Bourne Memorial Rally in Pukekohe. Dressed in his dad's overalls, gloves and helmet the 18 year old buckled up for the ride of his life with co-driver and stepfather MP Mark Mitchell in an emotional tribute 10 years after his father's passing.

And what better way to honour the man who will forever be known in New Zealand for his sportsmanship, his love for Subarus, the many titles he won and who was – according to his autobiography – “bourne to rally” than to get behind the wheel himself and do what his father loved most and did best: Rally. With the support of sponsors like HELLA Taylor was able to honour his late father's achievements and might even follow in Possum's legendary professional rally footsteps...

Taylor's mum, Peggy, truly appreciates HELLA's support: “Taylor is so grateful for HELLA's sponsorship to help him achieve this lifelong dream of honouring his father, Possum. Without HELLA he could not have accomplished this emotional and personal tribute. Thank you so much again.”



SAFETY DAYLIGHTS™ CAMPAIGN HIT THE AIRWAVES

A HELLA Safety DayLights™ Kit of their choice including free installation was the prize that Hayden Annabell, Tessa Clement, Lani Kerrigan, Nikki Wilson and Brendon Wood could claim after participating in a one week HELLA giveaway competition called “shed some light” on the Classic Hit Radio Breakfast Show. All they had to do was “shed some light” on a topic of their choice.

The competition was part of the “Be safe, Be seen”-HELLA Safety DayLights™ advertising campaign which started last October and is still playing on Classic Hits, ZM, and Coast radio stations in the Auckland area. The ongoing campaign is designed to lighten up radio listener's long hours commuting in their car with informative radio adverts about the popular HELLA LED Safety DayLights™ which significantly increase visibility during the day and thereby reduce risks of accidental oversight collisions.



The lucky winners are now sure to be seen and safe in their newly lit up cars, thanks to HELLA. No wonder the Classic Hits team was delighted to shine as well with their Safety DayLights™ Kit from HELLA.

Be sure to keep tuning in on Classic Hits, ZM and Coast radio stations and let HELLA light up your commute. Be safe, be seen with HELLA.

WIN
HELLA LED
Safety
DayLights™

Win a pair of HELLA
LED Safety DayLights™
of your choice

PLUS FREE INSTALLATION

Q. How many new products are featured in the new HELLA catalogue?

Email the answer to the above question to competition@hella.co.nz

Winner will be contacted 31st March 2014.

Clean, Green Electric Rubbish Truck



First electric rubbish truck in southern hemisphere shines with HELLA lamps

WITH ZERO AIR pollution, a significant smaller carbon footprint, less noise as well as cheaper maintenance and running costs than a diesel truck, the Kapiti Coast District Council knew they were onto a winner when they secured the first electric rubbish truck in the southern hemisphere. Charged overnight with cheap night-rate electricity the state-of-the-art truck can travel for more than 100 km unplugged.

Graham McPhail, HELLA's Lower North Island Sales Manager, heard about the build of this ground breaking vehicle from Grant Moody from HELLA distributor Transport Wholesale LTD, who sponsored and supplied the engineering for the clean, green truck. Graham McPhail was then introduced to George Zander, designer and creator of the ZEV Enviro 9000, which was built from scratch. While the cab, frame, differential and suspension were purchased as one part, stripped down modified and reassembled, the real tricky part was designing and building a battery management system to ensure optimum battery performance. That took many years of thorough planning since everything on the vehicle needed to be designed and built to fit around the special batteries and electric motor.

Another obstacle was the lighting. Being limited to battery drive it was essential to limit the power consumption of all other electrical systems to an absolute minimum. With standard lighting systems consuming a lot of the energy the building-team faced a problem and almost had to boost the energy supply system, explains Hugo Monteith from HELLA Retail Partner, Autokraft Ltd., who wired the lighting.

Enter HELLA. With the company's long history of supporting the automotive industry with innovative and energy efficient lighting solutions as well as HELLA's environmental dedication, McPhail discussed the issue with HELLA New Zealand Managing Director Martin Reinbach. Following HELLA's strive for sustainability and saving valuable resources for a better, greener tomorrow, Martin promised HELLA's full support to make the first electric truck a success and supplied all of the lighting equipment for the one of its kind-vehicle with high-end HELLA products.



The unique ZEV Enviro 9000 is shining bright with HELLA headlamps, a Safety DayLights™ kit, stop, indicator and tail lamps, front position and side marker lamps as well as amber dash mount lamps – all superior quality LED based systems. Being highly energy efficient, ultra durable and maintenance free, true to the Fit and Forget by Design philosophy, HELLA's LED lamps elegantly solved the power consumption problem. With a light colour similar to daylight, the HELLA LED headlamps are also easy on the eyes of the driver and improves night vision. Passive cooling elements and no movable parts mean no maintenance and a long service life. Challenge solved!

The ZEV Enviro 9000 is fitted with high-end HELLA products.



P/N 95901145



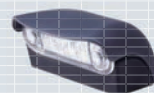
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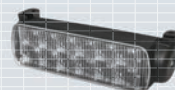
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Bi LED 90mm
Premium LED Module
P/N 1032



P/N 2131-CS



P/N 5617

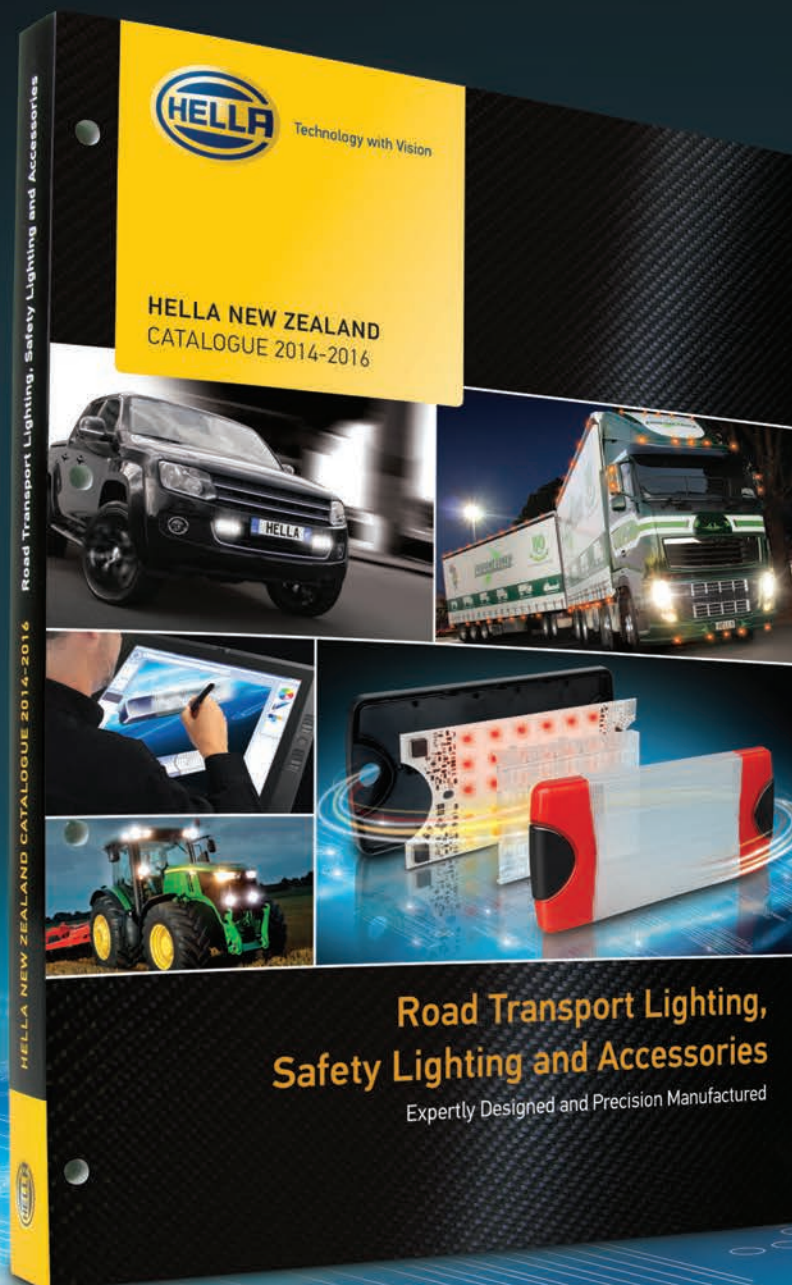


P/N 2053



P/N 2054





362
PAGES

390 NEW
PRODUCTS

NEW
WORKSHOP
SECTION

LATEST
TECHNOLOGY
EXPLAINED

EASY
PRODUCT
SEARCH

BIGGER, BETTER BRIGHTER

Hot off the press: The new HELLA catalogue for Road Transport Lighting, Safety Lighting and Accessories is out now and offers 362 pages packed with over 2000 products, with some 390 brand-new to the range.

Spotlight on Retail Partners

Paeroa Auto Electrical



Paeroa AE has been servicing the Hauraki district for over 30 years. This long established business has a reputation for friendly reliable service. Staff are highly experienced in the latest diagnostic equipment as well as all aspects of Auto Electrical repairs on equipment including agricultural machinery, truck and trailers, motor homes, cars and marine equipment. "We are more than willing to tackle any auto electrical challenge," says owner Roger Walton.

Paeroa AE has had a long standing relationship with HELLA being one of New Zealand's first HELLA Retail Partners.

"The new HELLA catalogue is well laid out and easy to navigate making it an improved and valuable reference tool," says Roger.



Featuring more detailed graphs, charts, specifications and visuals, the 2014 catalogue with its new refined, clear layout is the most comprehensive and informative HELLA catalogue yet and provides the user with all the information at a glance. The colour coded quick reference guide makes it even more user-friendly.

We added two new sections to our wide range of products; the most comprehensive range of HELLA Safety DayLights™ in the industry now features in its own section.

Safety DayLights™ significantly reduce the risk of daytime collisions due to 'accidental oversight'. Most drivers can relate to the fright second of almost not having seen a car coming or an emergency braking because the driver of a car, truck or bus 'accidentally overlooked' us approaching. Unfortunately some of these situations end in a collision. Be Safe, be Seen with HELLA Safety DayLights™.

THE MOST COMPREHENSIVE HELLA CATALOGUE — YET —

The new HELLA workshop section features handy tools for every workshop like inspection lamps, bonnet lamps, pen lights, hand held spot lamps and many more.

With the continual development of high performance and durable LED's lighting, conventional bulb lamps become more and more obsolete. Many new and improved versions of our LED lamps including a technological update of the iconic DuraLED® range is reflected in the enlarged section of Marker and Signal lamps.

With the majority of the LED lamps designed and manufactured in New Zealand, HELLA lights offer the latest in advanced LED technology combined with slim, sleek aesthetics – from the proven DuraLED® range to the new versatile Combi lamps.

While the accessories section now offers a wider range of auto electrical supplies like fuses, switches, plugs and sockets, the interior/exterior lighting section has been enlarged with the addition of LED down-lights.

The rise of LED as the light source of choice is also reflected in the numerous additional LED options in the work lamp section.

Get a copy at your HELLA distributor or download the new catalogue at www.hella.co.nz



- Check out the new Workshop section and the new range of HELLA LED Inspection Lamps.
- Want to know more about Safety DayLights™? Read the new dedicated section with all the safety and technical information you will need.
- Compare HELLA products online and get a realistic idea of performance with the Eliver comparison tool.

www.hella.com/eliver

Download a copy at
www.hella.co.nz

Latest Product Releases



LED INSPECTION AND WORKSHOP LAMPS

HELLA LED Inspection Lamps have been designed with the workshop in mind. With high power efficient LEDs providing evenly spread natural light; a range of styles designed for a variety of situations; and construction to last – HELLA Inspection Lamps will become your most valued workplace tool.

View the full product range at www.hella.co.nz



NEW DURALED® COMBI LAMPS HAVE ARRIVED

The new evolution of the DuraLED® Combi has arrived with a new slim design, featuring a depth of just 25mm. Combining all the features transport professionals depend upon; world-class materials, unsurpassed design, exceptional performance, and after sales service second to none.

Advanced features including HELLA's Ultra Wide Visibility Optics, Enhanced Definition Technology (EDT), a cutting edge Grilamid® lens system with unsurpassed impact, chemical, and UV resistance. Hermetically sealed long-term protection; these lamps are robust and designed to withstand high pressure washing and even temporary submersion.

DURALED® COMBI-S LAMP

Stop/Rear Position/Rear Direction Indicator Lamp

With optics that remain clear until the lamp is illuminated, this lamp is understated while boasting advanced features including HELLA's Ultra Wide Visibility Optics, Enhanced Definition Technology (EDT), a cutting edge Grilamid® lens with unsurpassed impact, chemical, and UV resistance.

The Combi-S is also available with a built-in 6-pole DT plug and HCS for ISO 13207-1 compatibility.



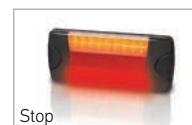
DURALED® COMBI-R LAMP

Stop/Rear Position/Rear Direction Indicator Lamp with Red Retro Reflector

The new DuraLED® Combi-R features the familiar Ultra Wide Visibility Optics that ensures signal visibility from wide angles, reducing the likelihood of oversight accidents. An inbuilt reflex reflector behind a protective lens, and our Development Team's decision to only offer this lamp in Grilamid®. The Combi-R is also available in the new trailer kit P/N 2377-TP.

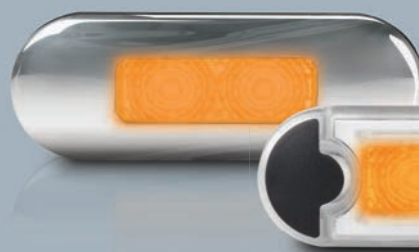


P/N 2377-TP Trailer Kit Contains
2 x DuraLED® Combi-R Lamps
1 x LED Number Plate Lamp
1 x 7-Pin Flat Plug



DURALED® FLUSH MOUNT MARKER LAMPS

HELLA, New Zealand's premier automotive lighting specialist, has launched a new range of easy-mount DuraLED® Marker and Position Lamps, featuring a lens made from revolutionary, highly UV stable, ultra-durable Grilamid® optical nylon. This lamp series includes a robust Multivolt™ circuit with Ultra low power consumption.



P/Ns 2060S and 2060

DuraLED® Flush Mount Marker Lamps
Optic appears clear until illuminated.



P/N 2059

P/N 2310

NEW SLIM DESIGN
Featuring a thickness of just 9mm

JUMBO-S LED LAMPS

Stop/Rear Position/Rear Direction Indicator/Reversing/Retro-Reflector Functions

HELLA is complementing our comprehensive Jumbo and Designline ranges by launching a completely redesigned addition, the Jumbo-S LED. This new innovative product features a low profile design for easy vertical or horizontal surface mounting. Pre-wired and no additional housing required, this product is ideal for New Zealand's commercial transport industry.



P/N 2429-CS



P/N 2430-CS



P/N 2431-CS

POWER BEAM 1500 LED WORK LAMP

The newest addition to HELLA's popular Power Beam work lamp range, the Power Beam 1500, offers the same reliability and performance end-users know and trust, with an intense real light output of 1300 lumen.

This work lamp has a robust powder-coated aluminium body, supported by a marine grade stainless steel bracket. A resilient Grilamid® lens protects the lamp's internal structure.

Available in both spread and spot beam, and incorporating Multivolt™ technology, the Power Beam 1500 is suitable for a wide variety of applications.



P/N 1557

- Intense output of 1300lm.
- Low power consumption of 22W.
- Fully sealed against dust and water ingress.
- Narrow beam and wide beam versions available.
- Heavy duty 316 stainless steel bracket available.

POWER BEAM 5000 LED WORK LAMP

With the release of the Power Beam 5000, HELLA expands its extensive work lamp range to further cater for heavy industry and construction applications. A robust aluminium powder coated body encases 23 high power LEDs, which generate an impressive real light performance of 4500 lumen.

Utilising a specially developed multi-faceted reflector, the lamp emits a uniform white light supporting optical sensory perception and preventing eyes from tiring, thus assisting work safety in low-light or night-time conditions.



P/N 1556

- Intense output of 4500lm.
- Fully sealed against dust and water ingress.
- Robust aluminium die-cast housing.
- Integrated thermal sensor for protection against overheating.

Best Lighting Supplier Award for Second Consecutive Year



Hella marine has again been voted "Best Lighting Supplier" for the second consecutive year by Ausmarine magazine, the leading commercial and government marine industry publication in Australia and New Zealand.

"When it came to decide the winners for 2013, we turned to the successful blueprint originally devised the year before. For the best marine equipment suppliers and manufacturers, market success and sales remain the chief guiding principle. It continues to be our belief that quality of product and degree of service and after sales support are all intrinsically tied to market share and sales." says Valentine Watkins, Editor of Ausmarine.

"Hella marine's refined formula of durable and efficient LED Lighting with Fit and forget installation and five year warranty has proved extremely difficult to beat in the market".

"This award is a testament to our high quality standards and strong customer focus, two aspects that Hella staff pride themselves on." says Hella marine Marketing Manager Duncan Stirling who is excited about the consecutive wins in 2012 and 2013. "Hella marine has an extensive range of LED products suited to the commercial and heavy duty markets including the NaviLED® PRO navigation lamps for vessels up to 50m, DuraLED® engine room and utility lighting and now the impressive AS 5000 and HypaLUME LED floodlights."

For more information or to view winners in other categories read the January 2013 issue of Ausmarine.



The impressive HypaLUME LED floodlight



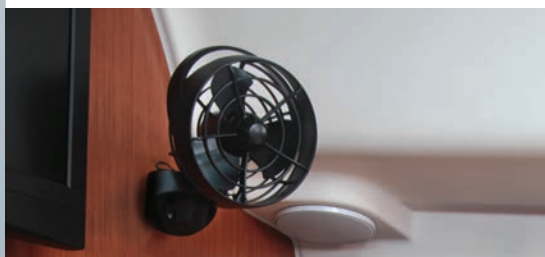
THE NEW TURBO 2.0. TWO SPEED FAN

Meet the latest addition to the highly regarded Hella fan range: the new Turbo 2.0

The stand-out feature is an efficient oscillating function to disperse refreshing cool air around the cabin.

The stylish new design also incorporates two speed settings, a quiet and long lasting German motor, rear guard protection and a robust mounting system.

For more information visit www.hellamarine.com



ITM Fishing Show Sponsorship Continues



Hella marine continues its successful sponsorship with the popular ITM Fishing Show and iconic host Matt Watson.

The self-confessed "part stuntman, part conservationist and mad fisherman" swears by the New Zealand made Hella marine LED products. "We often find ourselves in extreme and rough conditions with limited energy sources, which make highly reliable products with low power consumption paramount. The guys at Hella marine really know the importance of producing durable and efficient lighting for boats."

As a result Matt's Stabicraft is fitted out with the latest LED technology including navigation lights, floodlights (Sea Hawk XL and Module 70s), EuroLED® touch lamps and electrical accessories. These ultra-efficient products reduce strain on the boats batteries and enhance the boat without sacrificing functionality or compromising safety. So when the sun sets and the fish are still biting, Matt and the crew can keep on fishing.

