

**CONTACT MAN TRAINING** - Over 2000 Attendees and Counting



# HELLA New Zealand **SPOTLIGHT**

Bringing you the latest information from HELLA New Zealand

ISSUE #5 2013

## FLYING HIGH AT THE **HELLA BRIDGE** **AIRTIME**

*International Rally  
of Whangarei 2013*



**LATEST PRODUCT  
TECHNOLOGY UNVEILED**

**AT THE TRANSPORT & HEAVY  
EQUIPMENT EXPO**



**SPOTLIGHT ON BUSINESS** ■ Johnson Auto Electrical (Waipukurau) Ltd  
KEEPING WAIPUKURAU ON THE MOVE FOR 40 YEARS

Hella marine ■ **VOLVO OCEAN RACE SUPPLIER**





## JOHNSON AUTO ELECTRICAL (WAIPUKURAU) LTD

### Keeping Waipukurau on the Move for 40 Years

Located at Racecourse Road for nearly 40 years, Johnson Auto Electrical is a familiar sight in Waipukurau. Proudly owned and operated by Bruce Johnson, this automotive electrical business employs 6 staff and specialises in servicing cars, heavy vehicles, farm machinery, forestry vehicles, and marine trailers. Featuring a large workshop and showroom, Johnson Auto Electrical, an MTA member, offers quality repairs and a large stockholding of any part a customer may need.

Johnson Auto Electrical has enjoyed a long relationship with HELLA, being one of New Zealand's first HELLA Retail Partners. They have recently undertaken a review of their HELLA retail presence and updated to the new HELLA packaging and merchandiser displays.



*"We have been a HELLA Retail Partner for many years and recommend HELLA products for their proven reliability" - Bruce Johnson*

**New  
PRODUCT**

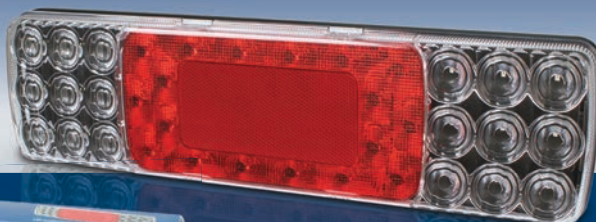


### Six Function LED Rear Combination Lamp

These stylish lamps combine form with function, incorporating stop, rear position, and rear direction indicator lamps with a central reflector, and offers an optional number plate lamp function. To combine all rear marker and signal functions in a single lamp with a single five core cable allows for a significant reduction in installation time.

This lamp is protected by a lens made of specially formulated high impact acrylic, which is resistant to long-term harsh UV exposure and tolerant to chemicals commonly used in the transport industry. Our team designed this lamp to HELLA's Fit and Forget standard, to withstand the most demanding environments.

All features of this six function rear combination lamp, including the latest ISO 13207-1 compliance, are designed to ensure lowest cost of ownership for the astute transport operator.



**LED Stop/Rear Position/Rear Direction Indicator Lamp with Retro Reflector and Number Plate Option**



**P/N 2391 Combination Lamp**  
Stylish New Retail Packaging



# HELLA CONTACT MAN

Over 25 Years Serving the Automotive Industry



**H**ELLA is New Zealand's premier commercial transport lighting manufacturer and is dedicated to providing high quality products and services.

The HELLA Contact Man training course is a comprehensive 2-day course focused on providing an insight into HELLA New Zealand's product development, design, manufacture, testing, and procedures. Combining a seminar style teaching method with interactive group activities, attendees are given an overview of HELLA technology over the span of the course.

The course features a complete tour of HELLA-New Zealand's headquarters, including the design department, manufacturing plant, testing facilities, and offices; providing in-depth knowledge of the business and products.

HELLA has hosted over 2000 course attendees over its 26 year history, with many attendees choosing to return to sit a refresher course. The course is constantly kept up to date with new products, technological advances and is run by our 2 experienced course facilitators with over 55 years HELLA experience between them.

HELLA is dedicated to enhancing industry knowledge, and offers this course free of charge. Four courses are held per year, with an option for specialised courses upon request.

For more information or to book your place on the next course, please contact Laura Bester at:

E: [laura.bester@hella.co.nz](mailto:laura.bester@hella.co.nz) PH: 09 577 0398

Contact Man Course dates:  
5 - 6th August 2013    21 - 22nd October 2013



1987 Contact Man Started

Two Day  
Intensive Technical  
Training Course

26 Years of Success

Over 150 Courses  
Completed

Over 2000 Course  
Attendees



2005 Training Course



HELLA Technology Today

Graceful and  
elegant down  
to the last detail

The Opel Cascada with  
LED tail lights by HELLA



**OPEL HAS EQUIPPED** its new mid-range Cascada convertible with sophisticated technology designed to improve the safety of the vehicle in addition to its driving comfort. In this regard, the Rüsselsheim-based car manufacturer opted for HELLA lighting technology for the tail lights. The functions of the tail lights, rear fog lights and brake lights are all performed by the most modern LED technology, and the entire tail light unit is fully integrated into the trunk lid.

This means that the tail lights are harmoniously integrated into the four-seater's streamlined design. Particularly recognizable is the arrow-shaped LED tail light typical of Opel's aesthetics, and implemented as a uniformly illuminated surface using a semi-transparent lens.

The brake lamp and the high-mounted additional brake light are equally impressive in LED, and both feature a consistent appearance thanks to their coupling with a solid light conductor. Another unique element is the chrome bar which spans the trunk lid. This ornamental feature bisects the innermost ends of the tail lights, and posed a particular challenge in terms of production technology due to the very low tolerances involved. Meeting this challenge underlines the successful and cooperative partnership between Opel and HELLA.

# TECHNOLOGY WITH VISION

## HELLA unveils the future of transport lighting at the Transport & Heavy Equipment Expo



▶ HELLA showcased its latest products during the recent Transport and Heavy Equipment Expo, New Zealand's premier event for the transport and heavy equipment industry, held on March 7-9.

The 72m<sup>2</sup> HELLA stand had interactive working displays for visitors to enjoy a hands-on experience with HELLA lighting products, alongside displays of new HELLA packaging, the latest product innovations, and a vast array of technical information and catalogues.

HELLA New Zealand takes pride in offering a complete solution, and was pleased to be able to display this at The Expo. Displayed at the show were HELLA's complete range of Safety DayLights™, including the greatly anticipated Easy-Fit forward facing LED Safety DayLights™; New Zealand designed and manufactured marker and signal lamps; and a sneak preview of some of the soon-to-be-released lamps.

These new innovations generated a lot of interest from visitors to the stand, with the sales office already receiving the first enquiries before the end of the event. The Expo was not solely product based, as HELLA staff enjoyed the opportunity to meet with visitors, assist with any queries, and discuss industry news.

HELLA was pleased to be able to participate and support this industry event.

HELLA WOULD LIKE TO  
THANK EVERYONE WHO  
VISITED OUR STAND  
MAKING THE EXPO  
A GREAT SUCCESS.

Martin Reinbach, Managing Director,  
HELLA-New Zealand Limited







## The Mobile World of HELLA

Visitor interaction at The Expo was a high priority and the iPad stations were busy with visitors trying out the new HELLA mobile apps. Try for yourself by scanning the QR Code to go to the HELLA apps web page.



### Addlight

Learn everything about the HELLA auxiliary headlight range - in detail and interactively!



### Worklights

Let yourself be drawn into the interactive world of worklights and experience the variety of lighting technologies.



### HELLA Horns

Experience the diversity of HELLA horns.



### Go Ahead - Scan Me

Scan the QR Code to download the HELLA apps. QR Code reader needed.

## New Product Releases

Many of the lamps previewed at The Expo have recently been released and are available now from HELLA.



**Available Now**  
P/N 2652 LED Interior/  
Exterior Strip Lamp



**Available Now**  
P/N 2391  
LED Combination Lamp



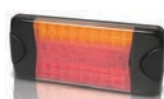
**Available Now**  
P/N 98095003  
DuraLED® WL750 Work Lamp



**Coming Soon**  
P/N 1557  
Power Beam 1500



**Coming Soon**  
P/N 2378  
DuraLED® Combi-S



**Coming Soon**  
P/N 2377  
DuraLED® Combi-R

## Winner of the HELLA Expo iPad mini draw.

**Congratulations to Trevor Jukes from M. E. Jukes & Son Ltd**



The Gisborne based carrier received his new iPad mini shortly after The Expo and was amazed he had won.

**"Many thanks for this prize and yes I do fully endorse HELLA products that we have used for many years in our transport business with great success.**

**The product reliability and service life is great as is the product availability from suppliers"**

M. E. Jukes and Son has been in the business for nearly a century and was founded in 1919.

When Trevor started, back in the early 1960s, everything was done by hands and shovels. "Loaders were the dream thing of the future," he says. "Sure enough, we bought our first HIAB crane back in the 60s. We've got six or seven now and we're getting a brand new one fitted as we speak."



"We're a typical old-school rural carrier," Trevor says. "We sit in the middle of town and do all the fetch and carry work." That can be anything from delivering gravel for a driveway, carting pipes and containers, or fence posts and timber, to lifting a children's playhouse into a backyard with a crane.

His philosophy is simple: work has to be fun. "You've got to be like a kid in a sandpit and enjoy playing in it". Now Trevor will be playing on his new iPad mini instead.

## DURALED® WL750 LED WORK LAMP

New  
PRODUCT

**THESE INNOVATIVE** work lamps incorporate the latest technology to offer a powerful, durable lighting solution for a multitude of applications. Featuring an integrated dimming circuit, a high level of spike protection, and energy efficient Multivolt™ technology, the DuraLED® WL750 will appeal for applications where energy efficiency and reliability is a must. These lamps offer a formidable net light output of 750 lumen.

Designed with Fit and Forget durability in mind, these innovative work lamps feature a Grilamid® lens, a highly impact resistant Swiss-made 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.

The marine grade stainless steel bracket is attached to the housing via HELLA's unique friction mounts to allow for beam adjustment without tools. Hermetically sealed, these lamps are resistant to high pressure water blasting and even temporary submersion.



P/N 98095003

- **Luminaire Performance\* 750 lumen.**
- **Low power consumption.**
- **Fully sealed against dust and water ingress.**
- **Spot and spread beam versions available.**
- **Thermally conductive CoolPoly housing.**

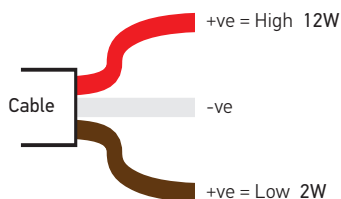
\* Luminaire Performance refers to the real performance of the lamp, not the much higher theoretical performance of the LEDs, as is often used.



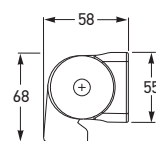
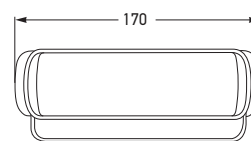
Friction mounts allow easy adjustment without tools.



Completely sealed lamp and cable entry. 316 marine grade stainless steel bracket.



Two-step high/low intensity via ON-OFF-ON switch.



All dimensions in mm

New  
PRODUCT

## LED INTERIOR/EXTERIOR STRIP LAMP

State-of-the-art technology and aesthetics

**OUR NEW LED STRIP LAMPS** are a culmination of state-of-the-art technology and aesthetics, resulting in a lighting solution for many interior or exterior applications. Designed for Fit and Forget applications, these lamps feature a comfortable soft white colour temperature and a diffused lens to provide an evenly spread light. Advanced reduced-glare-design helps avoid eye strain.

For long term reliability these LED Strip Lamps are hermetically sealed providing complete protection against water and dust ingress.

Expert material selection, without compromise, is a commitment by HELLA that ensures our lamps will not be damaged or deteriorate from long term exposure to our harsh UV radiation.

The slim profile of only 11 mm makes this stylish LED lamp an easy and unobtrusive surface mount solution for a multitude of applications.



P/N 2652 LED Interior/  
Exterior Strip Lamp

- Ultra slim with a profile height of only 11 mm.
- Soft white light for comfortable even illumination.
- Benchmark low power consumption.
- Reduced glare design to prevent eye strain.
- Fully sealed against dust and water ingress.
- Suitable for interior or exterior use.
- Surface mount.



# THE HELLA BRIDGE 2013

International Rally of Whangarei

HELLA'S long relationship with the International Rally of Whangarei continued in 2013 with the Rally flying the yellow and blue that has become synonymous with the HELLA Bridge.

This year's Rally, set later in the year on 18/19 May, was much cooler and wetter than the previous March/April dates.

The promise of rain held back many spectators this year however those that braved the elements were welcomed to mainly dry conditions, with the occasional rain shower throughout the day.

HELLA guests at the bridge were treated to breakfast and coffee, which proved to be in big demand throughout the morning.



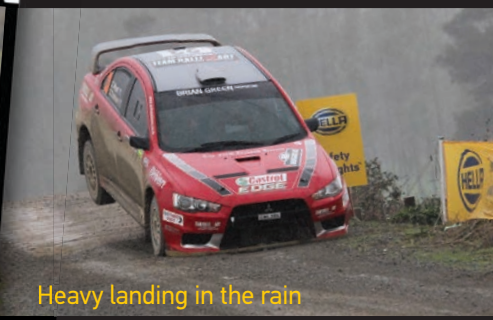
Some of the best air we have seen in years!



HELLA hospitality enjoying the action

Some of the best action was mid-field with the impressive Audi Quattro of Andrew Hawkeswood, the large rear spoiler holding the rear of the car down, making the leap so much more spectacular.

The International side of the rally was won by Esapekka Lappi from Finland, in a Skoda, and the National rally win went to talented local Hayden Paddon.



Heavy landing in the rain



Old school Escort on a charge





## Vision and Innovation

### Hella marine LED technology on board for next Volvo Ocean Races

Hella marine has been appointed sole lighting supplier for the One Design Volvo Ocean 65 yachts that will contest the next two editions of the Volvo Ocean Race.

Hella marine has proven the exceptional reliability of their high-tech LED technology in the previous edition of the Volvo Race. Last time Hella marine equipped CAMPER with Emirates Team New Zealand, Team Telefónica, PUMA Ocean Racing and Groupama.

For the 2014/15 and 2017/18 races, Hella marine will supply a mix of standard and customised LED navigation, LED interior and LED exterior products. "We are very proud of our reputation for both energy efficiency and outright durability," said Jeremy Singleton, General Manager at Hella marine. "CAMPER had a great race around the world and the lighting systems performed perfectly with faultless reliability. The Volvo is one of the harshest tests of endurance for any racing yacht. Boats, crews, materials and equipment are all pushed to extreme limits."



"It is an honour to be recognised and involved once again, this time as sole lighting supplier for the next editions of the race. The confidence in our LED technology from some of the world's best sailors is a testament to the fact that Hella marine delivers proven reliability throughout this extremely demanding event."

UK-based Green Marine leads the consortium of four boat yards building the new high-performance racing yacht, designed by Farr Yacht Design in the United States. Work is well underway and the first boat will launch in June 2013 with further boats being finished every seven weeks thereafter. Other Volvo 65 builders are Persico in Italy, Decision in Switzerland and Multiplast in France.

The Volvo Ocean Race 2014/15 will once again provide the sport's ultimate test of seamanship and teamwork while providing great human drama as sailors battle everything the oceans can throw at them over nine months of competition.

The race has recently announced the first team for what will be the 12th edition, with global hygiene and forests products company SCA entering an all-female crew.

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



### Italian Design Award for Sea Hawk XL Floodlights

Hella marine is the recipient of the prestigious Qualitec Design Award for the innovative new Sea Hawk XL floodlights. Presented annually at the SeaTec exhibition in Carrara, Italy, to recognise marine design excellence contributing towards enhancing the quality of life on board, the new LED lamps drew many compliments.

*"Hella Sea Hawks have an essential, compact shape and their function can be adapted to several different areas, utilising the very latest in technology."* commented the judging panel.

"High quality illumination, leading technical features and the proven durability of components, design and construction are key Hella marine quality philosophies," said Davide Rossi, Marketing and Sales Manager for Hella marine Italy, "we are delighted to receive recognition for our innovation."

The New Zealand manufactured Sea Hawk XL series is purpose built from hi-tech materials to combine desirable aesthetics with class leading functionality and durability. Highly efficient with Hella marine LED technology and optical engineering, Sea Hawk XL floodlights provide Fit and Forget illumination for a wide variety of applications on recreational and commercial vessels.



Davide Rossi  
accepting the  
award from  
Giorgio Bianchini

