



AS 5000LED HEAVY DUTY WORK LAMP

EASY-FIT SAFETY DAYLIGHTS™

HELLA New Zealand **SPOTLIGHT**

Bringing you the latest information from HELLA New Zealand

ISSUE #4 2013

CELEBRATING
40 YEARS
OF HELLA IN
NEW ZEALAND

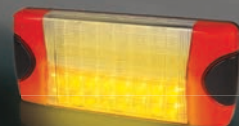
*We step back
in time!*

HELLA-NEW ZEALAND
AUTOMOTIVE LIGHTING AND SIGNALLING



HELLA ON SHOW

Showcasing the very best in transport lighting **2013**



NEW **SAFETY DAYLIGHTS™** WEBSITE LAUNCHED



HELLA SET TO LIGHT UP MYSTERY CREEK

The Transport and Heavy Equipment Expo 7-9 March 2013

Don't miss all the action at Hamilton's Mystery Creek and the chance to view all the very latest HELLA products, talk to the experts and view the technology first hand, all in one place.

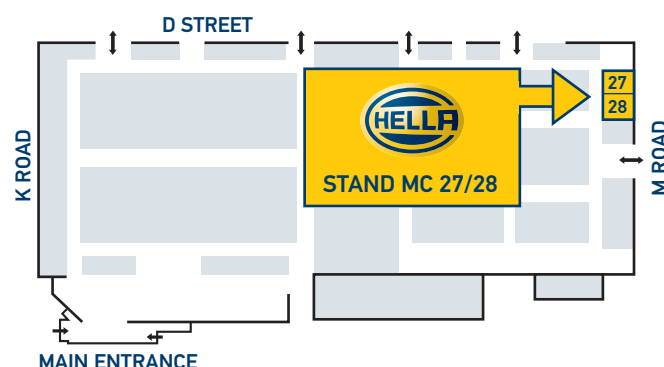
Plus, every visitor to the HELLA stand has the chance to win an iPad mini by simply leaving their business card.



"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 Managing Director Martin Reinbach.

"Our stand will showcase the very latest in New Zealand and European designed and manufactured LED ranges including Safety DayLights™, Illuminator driving lamps and the growing range of market leading LED work lamps. My 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 show runs from 9am to 5pm daily, Thursday 7th to Saturday 9th of March 2013.



Mystery Creek Events Centre

Come Visit us at
The Pavilion
Stand MC 27/28

7-9
March

2013

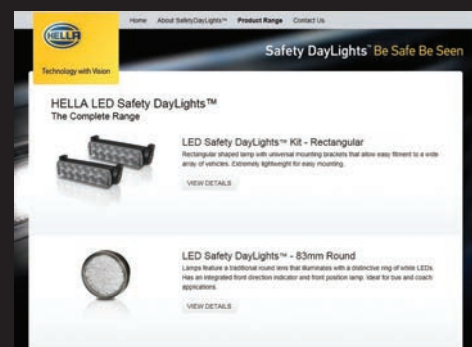
Associates of HELLA requiring tickets for the show can visit www.theexpo.co.nz homepage and pre-register for free tickets.

LAUNCHED

NEW SAFETY DAYLIGHTS™ WEBSITE GOES LIVE

HELLA has successfully launched a new Safety DayLights™ website. As Safety DayLights™ (daytime running lights) become more common place on today's roads, making the right product choice is paramount.

The easy to navigate site features a comprehensive range of HELLA's latest products, including important technical information to help you make the right choice. To connect with your nearest Retail Partner, for HELLA advice and expertise, use the regional map locator.



www.safetydaylights.com

CELEBRATING 40 SUCCESSFUL YEARS OF HELLA NEW ZEALAND



2013 MARKS 4 DECADES as a local manufacturer and exporter for HELLA New Zealand. Established in 1973 with a staff of 17 in East Tamaki, Auckland, the company has gone from strength to strength, now employing some 200 staff across three sites.

Today's sophisticated LED based products are a world away from those early, humble beginnings of two second hand injection moulding machines producing incandescent trailer lamps in the '70s and '80s.

Managing Director Martin Reinbach, already an employee of HELLA in Denmark, the UK, the Philippines and Australia joined as General Manager Elect in 1985, taking over as General Manager in 1986.

A German trained mechatronics engineer and early advocate for the use of LEDs in signal lamps, he foresaw the potential for how the new and relatively unknown solid state light source could solve problems for a variety of automotive applications.

"20 years ago the technical ability to create automotive signal lamps using LEDs was possible for the first time. The early resolve to take this opportunity to create true Fit and Forget lighting for the commercial transport industry was a strategic milestone and decision which has served the company well to this day." observed Reinbach. **"Up until DuraLED™ was launched, the lighting equipment on a truck/trailer or bus required constant attention outside the regular maintenance schedule. Today we design these products to outlast the vehicle"**

In 1992 HELLA New Zealand developed the first certified LED high mounted stop lamp for a European car maker. This first paved the way for numerous similar projects and export success. With new markets opening up throughout the USA, Canada, Asia, Europe and a significant supply partnership with HELLA Australia, HELLA New Zealand has grown to support commercial transport, mining and marine lighting divisions with a local factory that places over 1 million LEDs onto circuit boards every month.

"I am immensely proud of our dedicated team and our achievements over the last 40 years. The outstanding position we have achieved, particularly in the commercial transport market, is the reward for the dedication to excellence, from design to production to customer service, of all my colleagues." commented Reinbach, "I take this opportunity to thank our valued business partners, both customers and suppliers, many of whom have grown with us over the decades."

In 2004 HELLA New Zealand, in addition to its other portfolios, was entrusted with the global responsibility for Hella marine. Today within the HELLA Group, HELLA New Zealand is well recognised and respected for its depth in design, technology and manufacturing expertise, which is a culmination of 40 years of product innovation, engineering excellence and a commitment to outstanding customer service and support.

1973 HELLA opens manufacturing plant in East Tamaki



01



1980 opening of new purpose built premises

02



HELLA-NEW ZEALAND
AUTOMOTIVE LIGHTING AND SIGNALLING

03



- 01. Graeme Mclean, Phillip Hughes, Gerry Lake and Michael Nicholas with the HELLA Road Show (1988).
- 02. Contact Man training course (1988).
- 03. Graeme Mclean and Michael Nicholas present Tony Teasdale with a framed photo of his rally car (1982).
- 04. Round the Bays fun run tradition is still going strong today but with slightly longer shorts these days (early 80s).



04



Opens first manufacturing plant in East Tamaki, staff of 17

1973

HELLA moves to present location purpose built 2300m² premises

1980

Martin Reinbach takes over as General Manager

1986

HELLA Contact Man training courses begin

1988

First certified LED lamp in production

1992

HELLA NZ Staff reaches 100, factory expands to 4200m²

1995

2013
Exports worldwide
Staff exceeds 200

2012
Electronics R&D moves to purpose built facility

2009
LED Safety DayLights™ product range launched

2007
Hella marine gains BSH certification for LED navigation lamps

2004
Hella marine headquarters relocated to New Zealand

1998
DuraLED® commercial signal and marker lamp released

Latest Product Releases

AS 5000LED

Heavy Duty LED Work Lamp

By utilising the latest technology and materials, HELLA has achieved a new level of performance for LED lighting, without sacrificing those qualities essential to the mining environment.

- Over 5000 lumen measured output.
- Heavy duty 316 stainless steel bracket.
- Wide beam (close range) and narrow beam (long range) models available.
- Double insulated silicone supply cable with DT connector.
- Switchable dimming function version.
- High impact Grilamid® nylon lens.
- Suitable for operation in -40°C to +50°C environments.
- Heavy duty cable gland offers bend protection.



AS 5000LED



Side view



Rear view



Multi-adjustable trunnion bracket ensures accurate and stable aiming in a high vibration environment in all assembly positions. Bracket locates the axis of rotation in the centre of gravity.

LED SAFETY DAYLIGHTS™



Featherlight™ 130 grams
Suitable for Mounting on Plastic Trim

P/N 5636

- Advanced UV Resistant Materials
5 Year Warranty
- Class Leading Efficiency
- 2W per Lamp
- Fully Sealed - Impervious to
Dust and Moisture
- Approved for use in Australia
and New Zealand

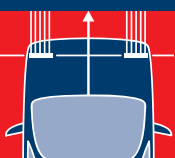
EASY-FIT LED SAFETY DAYLIGHTS™

The lamps are an Easy-Fit installation, usually requiring no extra parts. Once the wiring is complete and the bracket is fitted, the LED lamp easily clips into place and installation is complete.

**Compact Design
for Mounting in
Front Grills**

www.safetydaylights.com

Mounted
perpendicular
to the vehicle
axis



Hella marine Wins Again Best Lighting Supplier for 2012



WITH PURPOSE BUILT, durable products, for the demanding commercial marine and work boat sector, Hella marine has been awarded 'Best Lighting Supplier' 2012.

Presented by Ausmarine, a specialist publication servicing the professional and government marine industry throughout Australia and New Zealand, Hella marine was a stand-out entrant.

"The award recognises feedback from industry leaders, boat builders, engineers, designers and trades people and covered aspects such as overall quality, reliability, safety, purpose, efficiency and satisfying customer service experiences" said David Thornton of Ausmarine.



Hella marine 
Vision and Innovation