



Come see **KEN BLOCK** live!  
International Rally of Whangarei



# HELLA New Zealand **SPOTLIGHT**

Bringing you the latest information from HELLA New Zealand

ISSUE #9 2015



**RFCommSafe™**  
Electromagnetic Compatibility  
We talk electronics!



## **LED Powerhouse**

New Road Legal **DRIVING LIGHT BAR**



**Hella marine:** Exclusive lighting supplier for ORYX and Silvercraft vessels



**LED Beacons Released**

**SPOTLIGHT ON BUSINESS**  
**REDAN AUTO ELECTRICAL**



**PLUS**  
Team HELLA at Round the Bays



# HELLA RETAIL PARTNERS AND CERTIFIED INSTALLERS

## Spotlight on Business



## Redan Auto Electrical

- passenger cars
- commercial vehicles
- heavy equipment

Redan Auto Electrical has been serving Kaitia and the surrounding districts since 1976, and has been under the ownership of Paul and Sallie Lakin since April 2002.

Redan Auto Electrical offer a comprehensive range of automotive electrical services. In addition to servicing passenger cars, commercial vehicles, heavy equipment and marine they also offer an extensive retail showroom. Complementing the traditional auto electrical services Redan Auto also specialise in a wide range of batteries, AGIP oil, instrumentation and communication equipment.

Paul has been a trade certified Auto Electrician for well over two decades and has worked all over the world on a wide range of industry applications gaining a wealth of knowledge and experience. Paul manages the business, workshop and showroom on a day to day basis as well as remaining on-the-tools. His specialities are heavy commercial vehicle and air conditioning.

*"All of our staff have attended the HELLA Contact Man Training Course. Being a HELLA Retail Partner gives us the confidence of having access to the best training and expertise direct from the leading industry manufacturer and the security of nationwide back up and service", says Paul.*

Pat is a trade certified Auto Electrician. She has a range of experience across different vehicles and specialises in telematics, truck and trailer fleet servicing and alarm installation and configuration. She is also experienced in specialty wiring for custom-built and vintage vehicles.

Devin is in the third year of his Auto Electrical apprenticeship and has a wide range of industry skills, including servicing of air conditioning. Sallie is the co-owner of Redan Auto and looks after the day to day administration, business and staff management.

Redan Auto Electrical, 12 Whangatane Drive, Kaitia 0441  
Free: 0800 24 50 24 Tel: 09 408 0120  
mail@redanauto.co.nz  
www.redanauto.co.nz



Above: Pat, Paul and Devin



Heavy commercial vehicles are one of Paul's specialities.

Redan Auto has a wide range of HELLA products on display.



Come Experience  
HELLA Technology

## HELLA CONTACT MAN 2015 A Two Day Intensive Training Course

Monday - Tuesday 15-16 June

Thursday - Friday 13-14 August

Monday - Tuesday 12-13 October

**BOOK  
NOW**

Contact: Sandra Fischer Phone: 09 577 0397  
Fax: 09 576 2476 Email: sandra.fischer@hella.com



# RFCommSafe™

## LED Lighting Products with Superior Electromagnetic Compatibility



Electromagnetic Compatibility (EMC) is an increasingly relevant safety concern for many emergency and industrial applications. As electronic devices such as LED lamps become more common, so does the risk of unintended electromagnetic interference (EMI) that can have adverse effects on other sensitive devices such as radios or communication equipment. It is essential that the circuitry of LED lamps does not cause harmful interference to other devices and at the same time is not susceptible to radiation from other devices. RFCommSafe™ products were developed in recognition that some radio communication equipment can self-tune to be very sensitive in remote areas. In these situations the limits prescribed by regulatory requirements and as defined in international standards such as EN 55015, CISPR 15, CISPR 25 or relevant UNECE R10 Standards may not be sufficient to ensure there is no interference with very sensitive radio communication equipment.



HELLA Lamps marketed as RFCommSafe™ are designed to go well beyond the requirements of CISPR 15, CISPR 25 and UNECE R10 Standards.

### AS3000 RFCommSafe™ Work Lamp - Heavy Duty 24V DC

The AS3000 is a high output, compact and highly versatile heavy duty work lamp suitable for use on mining machinery. A multi-adjustable bracket ensures accurate, stable aiming in high vibration environments. Option of three light patterns: long range, close range or flood.



3000 Lumen



P/N 1GA 958 060-111 Long Range

### DuraLED® WL1300 RFCommSafe™ Work Lamp - 24V DC

LED work lamp featuring 14 high performance LEDs will appeal for applications where energy efficiency and reliability is a must. Features a tough, chemical resistant lens made from Grilamid®.

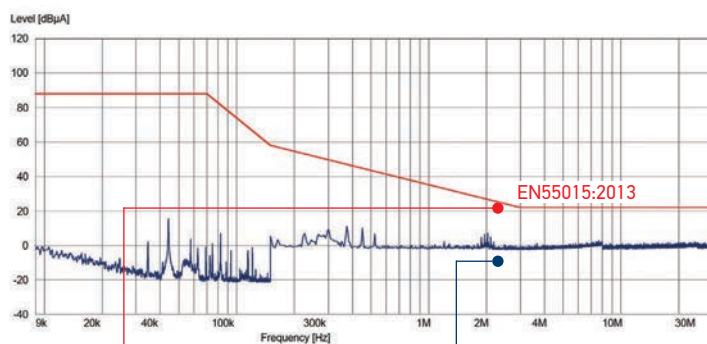


900 Lumen



P/N 98074060 Close Range

### Electromagnetic Scan of Radiated Emissions



Maximum electromagnetic emission level set by international standards

Electromagnetic measurements of RFCommSafe™ products are typically at background noise level

### Additional RFCommSafe™ Compliant LED Products

Please contact HELLA for a full listing of RFCommSafe™ products.



P/N 2378  
DuraLED® Combi-S



P/N 2394  
LED Rear Combination Lamp



P/N 2053  
DuraLED® Marker Lamp



P/N 5636  
LED Safety DayLights™



P/N 2318  
Slim Surface Mount LED Lamp



P/N 2559  
LED Number Plate Lamp



RFCommSafe™ products are specified by the New Zealand Fire Service



# **LED** Powerhouse

The New LED **DRIVING LIGHT BAR 350MM**



12 durable high performance automotive grade LED's

Thermally conductive non-metal housing

Maximum luminous intensity of 145,000 candela

For more technical information please visit [www.hella.co.nz](http://www.hella.co.nz)



**AS** HELLA's first LED Driving light featuring a light bar form factor, a slim profile and light weight, the new design masterpiece is already setting new benchmarks. This aerodynamic powerhouse features a maximum luminous intensity of 145,000 candela with a mere power consumption of only 25 watts. Enter 12 durable high performance automotive grade LED's and a non-corrosive, thermally conductive housing and you have another example of HELLA's superior, innovative LED lighting leading the way.

The dust and waterproof new LED Driving light bar 350mm is the first such lamp with a body manufactured entirely from high performance plastics. The Driving Light comes in two different beam patterns – High Beam (Ref 20 with 1 lux at approx. 320 metres) and Pencil Beam (Ref 30 with 1 lux at approx. 380 metres). The long range illumination is an added safety feature allowing for advanced warning on and off road.

Due to its light weight of only 700g and slim profile, this streamlined light bar is ideal for applications where low weight and aerodynamic styling are essential. A flexible, adjustable mounting system ensures easy installation.

The hermetically sealed and submersible light bar features a Multivolt™ circuit for optimum brightness at input voltages from 9 to 33 volts. The Driving light is fully road legal with ECE approval and comes with a comprehensive 5 year warranty.



Highly adaptable mounting system

**Fully road legal with ECE approval and comes with a comprehensive 5 year warranty.**



#### DRIVING LIGHT BAR 350MM SPECIFICATIONS

Part Number	1395	HIGH BEAM	
	1396	PENCIL BEAM	
Mounting	Upright or pendant.		
Voltage	Multivolt™ for optimum brightness at input voltages from 9 to 33 volts.		
Power Consumption	25W		
Maximum Luminous Intensity	1395: 96,000 candela 1396: 145,000 candela		
Protection	Reverse polarity and transient spike protection. IP 6K7 (Protection against dust and temporary water immersion) IP 6K9K (Protection against dust and high-pressure/steam jet cleaning)		
Cable Length	Pre-wired with 2.5m of tinned multi-core cable.		
Compliance	Ⓔ4 2909	R10/04	ⒸⒺ
	1395: Ⓔ24 0008	R112/01	Ref. 20
	1396: Ⓔ24 0009	R112/01	Ref. 30
Warranty	5 years.		



Slim profile and light weight of only 700g.



Mounting brackets allow rotation of driving light.



Mounting brackets can be positioned to suit most vehicle installations.

## LED BL350 WORK LAMP - WHITE

**New  
PRODUCT**

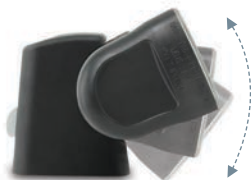


**P/N 16J 958 040-501**

The LED BL350 Work Lamp incorporates the latest technology to offer a powerful, durable lighting solution for a multitude of applications.

Featuring 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 2200 lumen.

Designed with Fit and Forget durability in mind, the LED BL350 work lamp features a highly impact resistant lens made of Grilamid®, 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.



Mounting brackets allow rotation of work lamp.

- 12 high performance LEDs.
- Luminaire Performance\* 2200 lumen.
- Low power consumption of 25W.
- Thermally conductive non-metal housing.
- 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.

## Module 50 LED OUR SMALLEST WORK LAMP YET

**New  
PRODUCT**

With the Module 50 LED, HELLA now offers an ultra-compact work lamp that achieves a high light output despite its size. A specially developed lens system concentrates the light and distributes it to the range of operation. The Module 50 LED is the smallest work lamp in the HELLA product range and is therefore particularly suitable for installations with space constraints.

At 700 lumens, the light output is well suited to close-range illumination. There is also an optic-free version that facilitates long-range and/or spot illumination. Thanks to its powerful light output, the Module 50 LED can replace standard halogen work lamps (e.g. H3/55 Watt) – despite only having a power consumption of 15 Watts.



**P/N 1560**

- Innovative LED technology
- Ultra-compact design
- Sturdy housing
- Dust and waterproof

## LED Rotating Beacons - Amber

**New  
PRODUCT**

**KL7000LED Beacon**

**Fixed and Magnetic Mount - Amber**

KL7000LED Beacon, with the latest LED technology provides an optimum signal image with low power consumption. The combination of thermal management and optics in one module makes a remarkably compact design possible. Impact and dirt resistant PMMA lens.



**P/N 1608**

KL7000LED Beacon  
Fixed mount



**P/N 1610**

KL7000LED Beacon Magnetic mount  
(Supplied with spiral cable, extends up to 2.5m)

**RotaLED Beacon**

**Fixed, Magnetic and Pipe Mount - Amber**

RotaLED Beacon, with the latest LED technology provides an optimum signal image with low power consumption. The combination of thermal management and optics in one module makes a remarkably compact design possible. Impact and dirt resistant Polycarbonate lens.



**P/N 1611**

RotaLED Beacon  
Fixed mount



**P/N 1613**

RotaLED Beacon Magnetic mount  
(Supplied with spiral cable, extends up to 2.5m)

- Rotating LED light function.
- Long service life.
- Maintenance free.
- Low current consumption, high efficiency.
- Three installation solutions – Fixed, magnetic or pipe.
- Impact-resistant smooth polycarbonate dome.
- ECE R65 compliant.

**RotaLED Beacon  
Pipe Mount - Amber**

RotaLED Beacon, with the latest LED technology provides an optimum signal image with low power consumption. The combination of thermal management and optics in one module makes a remarkably compact design possible. Impact and dirt resistant Polycarbonate lens.



**P/N 1612**

RotaLED Beacon  
Pipe mount

**For more information on all these new products please visit [www.hella.co.nz](http://www.hella.co.nz)**



## HELLA shows team spirit at Round the Bays 2015

With more than 100 staff members and their families as well as customers, Team HELLA was well represented at this year's charity fun run Round the Bays.

While the volunteers were busy setting up the inviting HELLA marquee and preparing delicious snacks, the dedicated runners and walkers made their 8.4km long way along Auckland's scenic Waitemata Harbour. With a competitive race time of 36.29min Aaron Jochem from the HELLA Customer Service Team was the first HELLA runner to cross the finish line in St. Heliers.



Above: Aaron Jochem ran a competitive time of 36.29 min.

Above: HELLA Managing Director Martin Reinbach making sure the hungry runners are well fed.



## HELLA Tech World

The ultimate FREE online technical resource for HELLA products

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



## International Rally of Whangarei

Join the Fun 17 - 19 April 2015

HELLA is proud to be once again sponsoring the legendary Rally of Whangarei, which will transform the tropical northland town into a racing mecca from 17th - 19th April. Come and join in the fun at this popular event that traditionally attracts thousands of spectators for 3 days of gravel flying rally action, especially after global Motorsport sensation Ken Block announced his participation this year! Watch him and all the other participants at the new HELLA corner at the prime spectator point on the Towai Stage, 20-30 min drive north of Whangarei.

## Covi Supershow: HELLA teams up with BRAKE Road Safety Charity

March saw HELLA attend the Covi Motorhome Caravan & Outdoor Supershow which was the largest display of motorhomes, caravans and accessories ever seen in one venue in New Zealand.

The event was endorsed and supported by the New Zealand Motor Caravan Association (NZMCA) which also ran a National Rally in the neighbouring Alexandra Park attracting over 700 vehicles, making it one of the biggest NZMCA rallies ever held.

This year HELLA focused on Road Safety and teamed up with the BRAKE Road Safety Charity to promote road safety awareness and drive home the message "Drivers Make Mistakes - Be Safe Be Seen". As drivers we have all experienced the heart stopping moment of almost being overlooked by a driver of another vehicle.

Research tells us that this failure to see another road user is a contributing factor in over 50% of all daytime accidents and for daytime intersection accidents this increases to as much as 80%. Being seen makes a difference and you can minimise the risk by installing HELLA LED Safety DayLights™.





## NEW Sea Hawk-XLB

High output LED floodlights in a sleek and versatile design

Expanding the popular Sea Hawk range, Hella marine introduces the Sea Hawk-XLB LED deck lights. The compact and sleek housing measures 350 mm wide and only 56 mm high but generates over 2200 lumens of crisp white light, while consuming only 25W of power.

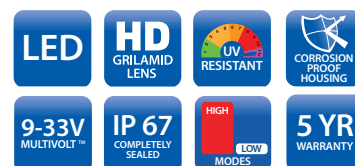
The new XLB series lamps are available in 3 engineered light patterns: Spread for a wide close range illumination e.g. cockpits or work areas; Spot for a more concentrated illumination, like up tuna towers or masts, and the new Pencil Beam optic with a narrower 5° light angle, ideal for locating objects over longer distances.

Manufactured locally in New Zealand, Sea Hawk lamps feature a non-corrosive thermal ceramic polymer and ultra-heavy duty Grilamid® lens for impact and chemical resistance. Multivolt 9-33V DC electronics provide consistent light output and protection from server voltage and charging spikes. Completely sealed (IP 6K9K / IP67) and pre-wired with tinned marine cable, these lamps are designed for the harsh marine environment and supported with a 5 year warranty.



**2200 Lumen  
Only 25w**

Spread, Spot and Pencil Beam  
lens options available.



## Success at Dubai Boat Show

Hella marine recently exhibited at the Dubai International Boat Show with local distributor AMIT. The annual event held from 3-7 March had over 850 leading international and regional exhibitors, with more than 26,000 people coming to see the elite superyachts, leisure crafts and equipment suppliers on display.

New products that generated a lot of interest included the innovative Sea Hawk-XLB LED deck lamps, ideal for T-Top and game fishing vessels which are very popular in the Middle East.

AMIT are also the local distributor for well known brands Garmin, Blue Sea, FLIR, Fusion and Evinrude.



## Paul Bartley joins Hella Marine as Product Manager

Hella marine has recently appointed Paul Bartley to the position of Product Manager. Based in HELLA New Zealand (HNZ) Paul will be responsible for the global Hella marine product program including all new product development and management, pricing, OEM custom requirements and product enquires.



With over 25 years experience in the marine industry Paul is already very knowledgeable in Hella marine products having recently been Electrical Product Manager for Lusty & Blundell, a leading marine distributor in New Zealand selling brands such as Raymarine, Blue Sea, CTEK and Hella marine.

For any Hella marine product enquires you can contact Paul at [paul.bartley@hellamarine.com](mailto:paul.bartley@hellamarine.com)

## Lighting Supplier to Gulf Craft in UAE

Hella marine has been appointed the exclusive lighting supplier to both ORYX and Silvercraft vessels manufactured by Gulf Craft in the United Arab Emirates.

Well known for their Majesty series of super yachts, Gulf Craft also manufacture a number of other brands including the ORYX sport cruisers and Silvercraft fishing and family cruisers. Renowned for their constant innovation and superior quality, these vessels range in size from 27 to 42 ft.

NaviLED navigation lamps, Sea Hawk floodlights, EuroLED 95 down lights and the stylish Easy Fit step lamps are now all standard and provide the unmatched quality, reliability and styling demanded from such high end vessels.



Left: Silvercraft  
33 CC vessel  
(Cuddy Cabin).



Below: Oryx 42  
and stylish cockpit.