



# HELLA New Zealand SPOTLIGHT

Bringing you the latest information from HELLA New Zealand

ISSUE #10 2015



## SPOTLIGHT ON BUSINESS

**Averis & Box**  
66 Years Strong



# KEN BLOCK ROCKS THE WHANGAREI RALLY 2015



**DuraLED®**  
New Lifetime Warranty



LED Work  
Lamps are  
RFCommSafe™



**NEW AS3 RELEASE**

# HELLA RETAIL PARTNERS AND CERTIFIED INSTALLERS

## AVERIS & BOX LTD

From humble beginnings to state of the art workshop



66 years ago, in April 1949, Wally Averis and Jim Box returned from the war where they had been repairing aeroplanes. They saw a need to put their skills to use in the repair of a growing fleet of automobiles in the Timaru area and bought the Spencer Battery Company. The rest is history. More than half a century later the iconic Averis & Box Company is still a trusted fixture in the Timaru Auto Electrical business world.



Averis & Box just after their opening in 1949.  
Left: Jim Box, Wally Averis, Lawson Badham & Peter Rapley



Averis & Box today (from left) John Campbell, Darryl Rush, Atish Nayayan, Hogan Beagle, Teena Williams, Matt Dunn, Mit Modi and Brendon Hill.

Being located in and serving a rural community, the main business for Wally and Jim, was supplying batteries. Fast forward more than 60 years and you will find a state of the art workshop run by current owners John Campbell and Darryl Rush. Supported by auto electricians, Matt Dunn, Brendon Hill, Atish Narayan, Hogan Beagle, apprentice Mit Modi and Office Administrator Teena Williams. John and Darryl strive to keep up with the latest in technology, using the likes of "Auto Logic" scan tools and the various programme packages needed from this equipment to diagnose late model European and Japanese cars.

Averis & Box feature a full parts showroom and a wide inventory of automotive batteries to suit a range of vehicles from small cars to large trucks and tractors.

The traditional business and long standing certified HELLA installer is not only known for their expertise service but also for their friendly and patient assistance in any auto electrical matters. No wonder, business founder Wally Averis can't stay away from his old home turf and still pops in for regular visits.



Averis & Box feature a fully stocked showroom with all the latest HELLA products as well as some classic HELLA rally posters.

For more information go to [www.averisandbox.co.nz](http://www.averisandbox.co.nz)

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### Spotlight on Business

## HELLA LED Technology for the new Renault Espace

The distinctive and dynamic appearance of the new Espace can be contributed to the complex design of the two-part lamp that is embedded into the rear of the vehicle and the tailgate. At the same time, a visual extension of the vehicle is achieved through the division of the lamp into two parts. This effect is especially strong when the indicator is activated, which is also horizontally embedded into both parts. In addition, the signature of the light guide technology-based tail light highlights the overall appearance of the crossover by passing through the entire lamp in a powerfully curved line. An auxiliary lens positioned in front of the light guide adds further visual accents through the interplay of brushed and smooth coatings. The brushed sections only partially allow the light to pass, creating a similar visual effect as when light shines through an ice cube. Hence, the design was named 'Ice Cube Design.'



# TECH FEEDBACK

You Ask. We Answer.

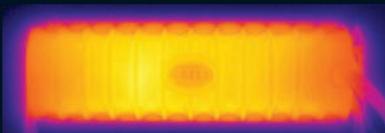
## CoolPoly® Thermally Conductive Plastic

The revolutionary plastic ceramic material with outstanding thermal performance opens a world of possibilities never thought achievable only a few years ago. The replacement of metal based housing heat-sinks with thermally conductive plastic not only opens a myriad of design options, but also means complete corrosion resistance. This is especially important in demanding environmental conditions such as the corrosive salt laden marine environment where lights are constantly exposed to the elements and sometimes temporarily submerged.



CoolPoly® product housing

Less metal also means less weight: Lamps with thermally conductive plastic are up to 60% lighter than comparable metal bodied lamps. The much lower mass significantly reduces the stress on mounting points in high vibration and shock applications.



Thermal imaging display

A Lamp housing made from thermally conductive plastic works much the same as the previously used metal housing. The innovative ceramic based plastic transfers the heat generated by the LED's and drive electronic to the outside of the lamp body, thereby lowering the internal thermal stress on the component. This in turn ensures a long service life with minimal degradation of the LED's.

At HELLA we use CoolPoly® for our thermally conductive lamp housings, which is some 30 times more conductive than conventional plastic.

Email: [techfeedback@hella.co.nz](mailto:techfeedback@hella.co.nz)



# HELLA Contact Man

## LED DESIGN AND TECHNOLOGY UNCOVERED

*I had an exceptional time, very informative and definitely learnt a lot! The guys certainly know their stuff. Thank you for the opportunity to learn more about the brand and the exciting things that technology and development are to bring to the lighting world. Proud to be part of it.*

Shaun Gregory, Parts Specialist at Cableprice Hamilton, is one of thousands of people who have participated in HELLA's Contact Man Courses since the free Intensive Two Day Training Course was established in 1988.

As a pioneer in LED lighting solutions HELLA's experienced staff are happy to share their knowledge and train people in the automotive industry. The participants from all over New Zealand not only get an exclusive insight into the design and manufacturing process at the Auckland based plant, but will also leave with an in depth knowledge about "anything light".

Product Manager Clark Berridge and Gerry Lake, Area Sales Manager for the South Island, cover a vast area of topics, from light sources to different types of LED lamps, sales techniques, warranty and credit procedures, accessories and new products.

*"Really enjoyed it thanks. Clark and Gerry were very informative and fun. Couldn't think of many ways it can be improved, they've nailed it. Was interesting meeting Dave and the 3D graphic crew as well. Thanks for the opportunity of attending the course."*

*Tom Coogan, Parts Specialist at Cableprice Palmerston North*

There are still spots available for the course on the 19th-20th of November 2015. We are looking forward to host you at the HELLA plant in Auckland. HELLA provides accommodation for "out of towners" plus lunch and dinner for all participants. Your company provides travel to and from the course. Email Sandra Fischer at [contactman@hella.co.nz](mailto:contactman@hella.co.nz) today to book your spot!



(Top) The HELLA seminar training room.

Up close with the automated systems HELLA uses to manufacture LED products.



**The Next Contact Man Course**

Book Now 19th - 20th November 2015

# DuraLED®



## Lifetime Warranty

### 'Fit and Forget' LED Products now with Lifetime Warranty

From 1st September 2015 HELLA New Zealand offers a Lifetime Warranty for all automotive LED based lighting products that carry the DuraLED® brand.

From the very first DuraLED® designed in 1996 and field trialed in 1998, HELLA's radical pursuit to create a range of 'Fit and Forget', highly visible LED Marker and Signal Lamps, permanently lowered the cost of ownership for our fleets and made our roads safer. 'Fit & Forget' by Design is a HELLA no compromise philosophy and commitment to design for long-term durability and safety.

Products that carry the DuraLED® name are designed to outlast the life of the vehicle. Whilst keeping its design heritage and appearance the DuraLED® range has been continuously upgraded to the latest material and electronic component technology.

Note: Lifetime means the economic life of the vehicle these products were first installed on.

### Where Environmental Choice meets Economic Sense

In a world where the conservation of precious resources and the development of renewable energy sources are given prominence by scientists and decision makers, energy efficient LED lighting has a substantial role to play towards lowering the global carbon footprint without sacrificing functionality or compromising safety.



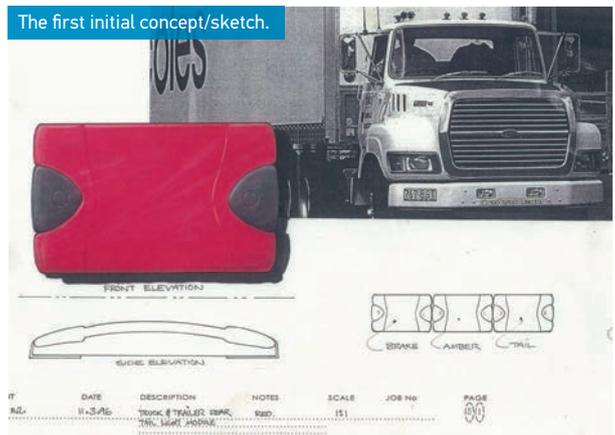
In addition to the conservation of energy, LED products can be designed to be long term durable. Much of this durability however depends on the component and material choices of the designer / manufacturer.

Due to global price pressures there is significant motivation for manufacturers to cut cost, using materials that fade or embrittle over time, using sealing systems than can fail over time or electronic components which are stressed to close to their limits. The HELLA designers of the DuraLED® range of products have made no such trade-offs. The DuraLED® range has been designed in all aspects, components, sealing systems and material choices to ensure a very long useful economic life.

Martin Reinbach, Managing Director - Passionate about durable 'Fit and Forget' lighting.



The first initial concept/sketch.



The DuraLED® range has been designed to ensure a very long useful economic life.



## DuraLED® Goes the Distance

Ever since the first DuraLED® was field trialled in 1998, it has revolutionised the NZ transport industry. With no bulb failures to contend with, fleet operators all across New Zealand realised the potential of this game changer, substantially lowering the maintenance cost of their entire fleet.

HELLA's growing range of DuraLED® branded products, incorporating the latest LED technology, has proven to be the superior economic and environmental choice for transport operators across New Zealand. DuraLED® has a track record to last the distance. The first DuraLED® lamps were supplied in 1998 and are still in use today, 17 years later.

DuraLED® lamps offer distinctive designs with shallow shapes and concealed mounting screws for enhanced protection against damage.

Most DuraLED® marker and signal lamps are pre-wired with sheathed multi-core cable, fully sealed against dust and moisture to International Protection Standards IP 6K6 / IP 6K7, and compliant with current Australian Design Rules (ADR).

Once again following market feedback, HELLA now offers a range of selected DuraLED® Signal and Marker Lamps with moulded-in-Deutsch (DT) Connectors.

## Transport Operators Specify DuraLED®

HELLA's innovative DuraLED® lamps are designed for use on trucks, buses, caravans, emergency vehicles and speciality applications. The range includes marker lamps, direction indicators, end outline lamps, position lamps, high intensity warning signal lamps and a combination stop/rear position/indicator lamp range incorporating special ultra wide optics for enhanced visibility.

17 years after its first release the NZ made DuraLED® brand goes from strength to strength, proven to be the most popular lamps and found on hundreds of thousands of vehicles across the country and around the globe.

*We've always specified DuraLED®. And given lighting has never again come up in our fleet maintenance discussions over the years it's obviously been a wise choice.*

Neil Bell - National Freight Manager, Mainstream



## DuraLED® Product Timeline

1998



DuraLED® 36 LED

2000



DuraLED® Marker Lamp Series

2001



DuraLED® Combi Series

2003



DuraLED® Surface Mount Marker Series

2004



DuraLED® Multi-flash Signal Warning Lamp

2006



DuraLED® 24 LED Versions (Including Reverse)

2009



DuraLED® HD Side Marker - 50/30/20 LED Interior

2010



DuraLED® WL200 Work Lamp

2011



DuraLED® Combi with reverse and DT option

2013



DuraLED® Combi -R & S - Flush Mount Marker Series - WL750 Work Lamp

2014



DuraLED® DT Marker Series - WL550 - WL1300 Work Lamps

2015



DuraLED® Flush Mount Side Marker Lamp



P/N 2083S



P/N 2083

## DuraLED® Flush Mount Side Marker Lamps

The new red/amber side marker lamps complement HELLA's popular DuraLED® Flush Mount Marker range.

Featuring a low profile of only 15mm and an ultra durable Grilamid® nylon lens for extreme impact, UV, chemical and stress resistance. Optic appears clear until illuminated. With optional stainless steel rim.

## Slim Surface Mount LED Reversing Lamp

Surface mount LED reversing lamp. Featuring a low profile, ultra durable Grilamid® nylon lens for extreme impact, UV, chemical and stress resistance. Optic appears clear until illuminated.



- Ultra slim with a profile height of only 11mm.
- Low power consumption.
- Grilamid® lens.
- Ultra long service life.
- Surface mount.



New Chrome Plated Screw Cap

P/N 9.1009.10

## Safety DayLights™ Microsite

Now Even Easier to Search

Now optimised with Geo-location of the user (if the person viewing is in Australia or in New Zealand) as well as for smart phones & tablets



## HELLA Tech World

The ultimate FREE online technical resource for HELLA products

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



Register Today

Every 20th person to register will win this portable Bluetooth Speaker

Offer valid until 30th September 2015

**WIN** the Bluetooth Speaker

## DuraLED® Flush Mount Number Plate Insert

White DuraLED® number plate insert featuring a low profile of only 17mm and an ultra durable Grilamid® nylon lens for extreme impact, UV, chemical and stress resistance. Two inserts per number plate are required for compliance. Can be mounted either above or beside the number plate. Optic appears clear until illuminated.



P/N 2560

Optic appears clear until illuminated.

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



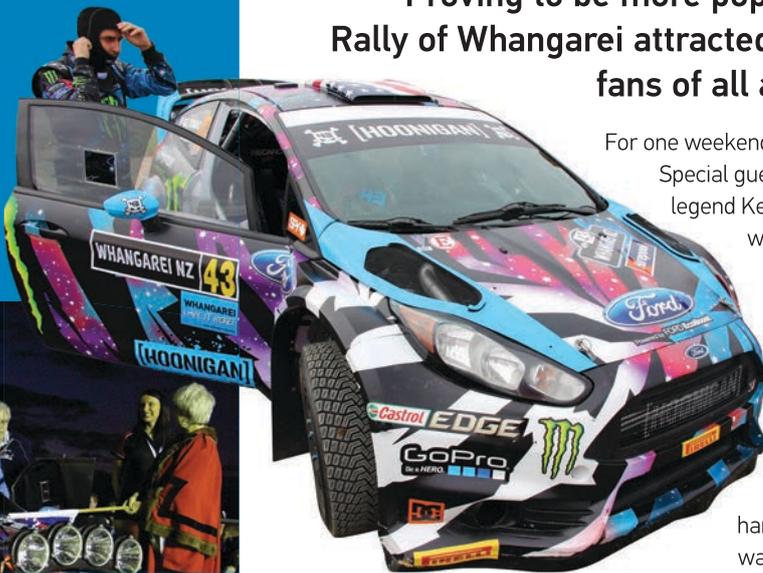
# International Rally of Whangarei

Proving to be more popular than ever, the International Rally of Whangarei attracted again thousands of motorsport fans of all ages to the northern destination.

For one weekend the town turned into a mecca for every petrol head. Special guest this year was none less than Youtube Motorsport legend Ken Block from the US. After a well-deserved vacation with his family in beautiful NZ, Ken once again proved to be down to earth and all about his fans. Sporting his trademark Hoonigan Shirt with the number 43, Block was easy to spot and always surrounded by fans, signing or posing for selfies.

Guests at the various hospitality tents couldn't believe their luck on the Friday night when all the drivers stopped right in front of their tables to hang out with the crowd between stages. The Saturday was reserved for some action with high flying gravel at the HELLA stage in Towai. The finishing ceremony on Sunday then saw Ken Block and his Co driver Alex Gelsomino on the winner's pedestal. No surprise there.

Below: Superstar Ken Block on the podium with the Mayor of Whangarei Sheryl Mai (far right) for the start of the Rally of Whangarei.



## HELLA Competition Winners

Ben Bindon from Bindon Auto Electrical in Whangarei and Ryan Darrah from Papakura Auto Electrical are the two lucky winners who each won a fabulous Hoonigan T-Shirt, signed by no other than motorsport legend Ken Block personally.



The motorsport fans are sure to treasure their unique souvenir reminding them of an unforgettable rally weekend courtesy of HELLA NZ.

Ben (Top) and Ryan showing off their prized shirts.



## NEW AS3 LED Work Lamps are RFCCommSafe™

The compact, high output and versatile AS3 work lamp is designed for the heavy duty workboat industry who depend on lighting that holds up to demanding tasks and harsh conditions. Every aspect, material and component of the AS3 Work lamp has been carefully selected to ensure longevity in the most demanding environments.

The lens is manufactured using Grilamid® which is a revolutionary Swiss made, optically clear Polyamide with unmatched resistance to impact and chemical damage. Grilamid® will not yellow or embrittle even after years of exposure to harsh UV radiation. AS3 lamps are available in either 12V or 24V DC and two light patterns, wide beam (spread) and narrow beam for various applications. This lamp also features a multi-adjustable bracket to ensure accurate, stable aiming in high vibration environments.

The AS3 lamp introduces the new RFCCommSafe™ standard. As electronic devices such as LED lamps become more common, so too has the risk of unintended electromagnetic interference (EMI) that can have adverse effects on other sensitive devices such as radios or communication equipment. For that reason Electromagnetic Compatibility (EMC) is an increasingly relevant safety concern for many emergency and industrial applications. RFCCommSafe™ products are developed to exceed regular international requirements and have proven to not interfere with other electronic devices.



**2700 Lumen  
Only 45w**

Spot (above) and  
Spread Beam  
lens options  
available.



## Hutchwilco Boat Show Auckland 2015

Billed as the longest running and most popular boat show in the country The Hutchwilco New Zealand Boat Show celebrated its 60th year. More than 34,000 visitors attended during the shows 4 days, all coming to see the latest locally manufactured boats, electronics and marine accessories on display. They also had the chance to win one of the many spot prizes – including two Stabicraft/Yamaha boat packages featuring Hella marine lighting.



On the Hella marine stand visitors had the opportunity to see the latest LED lighting like the popular Sea Hawk range of floodlights, including the sleek and powerful Sea Hawk-XLB lamp, plus the new AS3 RFCCommSafe™ work lamps.

What was noticeable during the show was the number of boats featuring Hella marine products. Congratulations to award winners; Rayglass 2800 (Overall Winner 2015), Dickey Customer 850 (Best New Model 2015), Extreme 700 Centre Console (Aluminium Fishing Boat 6-7 Metres) and Haines Hunter SF545 (All Purpose Under 6m) that were fitted with Hella marine lighting.

## Sanctuary Cove International Boat Show, Queensland



Recognised as one of the largest boat and marine lifestyle events in the Asia Pacific region, the Sanctuary Cove International Boat Show provides marine enthusiasts and non-boaters alike the opportunity to enjoy a display of more than 500 boats and innovative marine products, as well as an unrivalled entertainment program for the whole family.

Hella marine has been a regular exhibitor at the Sanctuary Cove International Boat show and this year was better than previous. Of particular interest for visitors were the sleek new Sea Hawk-XLB lamps and the powerful HyperLUME floodlights. The high outputs, efficiencies and reliability were valued attributes among the many commercial and game fishing operators who visited the show.

