

Lippstadt, 7 July 2022

35. ADAC Truck Grand Prix: HELLA presents brand new Black Magic LED work lamps series

- Robust Black Magic work lamps for off-road applications also available in Europe since the beginning of the year
- Optimized luminous efficacy and LED service life thanks to intelligent adaptation to the respective ambient temperature

After a two-year break, this year, the 35. ADAC Truck Grand Prix will take place again from July 15 to July 17, 2022 at the Nürburgring. In addition to exciting races, stunt shows and show acts, a large industrial fair will be held away from the world-famous racetrack in the exhibition park, where the internationally positioned lighting and electronics specialist HELLA, part of the FORVIA Group of Companies, will also be represented. Besides LED driving lamps, such as the Luminator LED and the Jumbo LED, HELLA will be showing a brand new and award-winning product highlight, the HELLA Black Magic LED.

The Black Magic LED work lamps have been a top seller in the USA for some time and have also been available on the European market since the beginning of the year. The robust work lamp series has been specially designed for off-road applications and features a dustproof and waterproof housing. HELLA has already received two prestigious awards for this product series in the USA: the AAPEX Award and the Sema Global Media Award. The innovative work lamps combine the typical high LED light output of up to 15,000 lumens with a sleek and elegant all-black design. This makes them just as attractive in 4x4 applications as they are as work lamps on agricultural and construction machinery. Technologically, the work lamps of the Black Magic LED series are state of the art: a special reflector provides eye-friendly homogeneous off-road illumination. They also feature integrated thermal management. Intelligent adaptation to the respective ambient temperature optimizes both luminous efficacy and LED service life. The Black Magic LED series is available as a floodlight or spotlight version and in different housing shapes as cubes, lightbars and mini-lightbars. The work lamps can be mounted upright or in a suspended manner and they can be integrated into the bodywork or bumper. In the near future, the Black Magic series will also be expanded to include so-called 'curved' models and headlamps for road traffic.

Experience HELLA's innovative lighting solutions from July 15 to 17, 2022, at the 35. ADAC Truck Grand Prix at the Nürburgring. Tickets are available at www.truck-grand-prix.de.

Please note: This text and corresponding photo material can also be found in our press database at: www.hella.com/press

About HELLA

HELLA is a listed, internationally positioned automotive supplier and a company of the Group FORVIA. Within this factual group, HELLA stands for high-performance lighting technology and automotive electronics. At the same time, the company covers a broad service and product portfolio for the spare parts and workshop business as well as for manufacturers of special vehicles with its Business Group Lifecycle Solutions. HELLA has 36,000 employees at more than 125 locations worldwide and generated currency and portfolio-adjusted sales of € 6.5 billion in the fiscal year 2020/2021.

About FORVIA

FORVIA comprises the complementary technology and industrial strengths of Faurecia and HELLA. With over 300 industrial sites and 77 R&D centers, 150,000 people, including more than 35,000 engineers across 40+ countries, FORVIA provides a unique and comprehensive approach to the automotive challenges of today and tomorrow. Composed of six Business Groups with 24 product lines, and a strong IP portfolio of over 14,000 patents, FORVIA is focused on becoming the preferred innovation and integration partner for OEMS worldwide. FORVIA aims to be a change maker committed to foreseeing and making the mobility transformation happen. www.forvia.com

For more information, please contact:

Dr. Markus Richter
Company spokesman
Tel.: +49 (0)2941 38-7545
Markus.Richter@forvia.com

HELLA GmbH & Co. KGaA
Rixbecker Straße 75
59552 Lippstadt / Germany
www.hella.com