



Hella Submersible Driving Lamps Make Debut at SEMA/AAPEX

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Las Vegas, NV ([PRWEB](#)) November 4, 2004 -- Hella's list of innovative new aftermarket products on display at SEMA/AAPEX Nov. 2-5 in Las Vegas, Nev., includes the lighting specialist's first fully submersible driving lamp system.

The new lamps are expected to be especially popular among off-road vehicle enthusiasts, as well as the owners of premium sport-utility and 4WD vehicles.

Developed by Hella Australia, the HydroLUX® FF1000 driving lamps were designed for use on mining, military and emergency service vehicles. The submersible lamp is the only light of its type on the market to feature a magnesium reflector, like that used in Formula 1 racing and aerospace applications. The durable and waterproof HydroLUX FF1000 is built to withstand the most extreme conditions.

"The difference in our Hella HydroLUX design really embodies the whole philosophy behind all Hella products," says Soren Sorensen, Hella vice president of Special OEM Sales. "Our goal is to not merely make cosmetic changes or to follow a design process after the fact. With strong customer input, the shape, appearance and functionality of our design follows the exact requirements of the marketplace."

From a technical viewpoint, Hella's patented isobaric multi-chamber design keeps water away from optical components during river crossings, while enabling rapid service access. An integrated filter system prevents long-term corrosion from airborne water vapor and chemicals.

HydroLUX provides a solid, robust and totally reliable automotive lighting system. The lamps are sold as individual units and are available in chrome, black, yellow and military green.

Earlier this year the submersible HydroLUX FF1000 earned the DesignMark award from the Australian Design Awards judges in recognition of the innovative engineering and design excellence behind this premier automotive lighting product.

HydroLUX also was developed with a clear sense of environmental responsibility. The principal materials are aluminum, magnesium and glass -- all of which are recyclable at low cost. Even basic packaging is made almost entirely from recyclable materials.

Lighting, electronics, complete vehicle modules, air-conditioning systems, vehicle-wiring systems and signal processing for the automobile industry, as well as automotive aftermarket components, are the core fields of competency for automotive supplier Hella KGaA Hueck & Co. Sales for the Hella Group are approximately \$3 billion, placing Hella among Germany's top 100 industrial companies.

With its corporate headquarters in Lippstadt, Germany, the company employs more than 23,900 people at 65 manufacturing facilities, production subsidiaries and joint-venture companies in 18 countries. More than 1,800 engineers and technicians work in research and development. All of the world's leading automobile and systems manufacturers are Hella customers, as well as the automotive components aftermarket. Additional



information is available on the Internet at www.hella.com.

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Note: Product photography is available by contacting: loliveto@usautocom.com.

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