



HELLA FORMS ALLIANCE WITH JAPANESE AUTO SUPPLIER

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PLYMOUTH, MI -- Hella KG Hueck & Co. of Lippstadt, Germany, has formed a strategic alliance with Taiko Device Techno & Co. Ltd. of Tokyo, Japan, to market automotive plug-in and printed-circuit-board (PCB) relays.

Joe Borruso, president of Hella North America, said that under the agreement with Taiko, both companies will sell Taiko automotive PCB relays with their own trademarks through their respective sales channels in the NAFTA region and in Europe.

Hella has a major share of the world market for plug-in relays. Taiko has a top share of the Asian market for PCB relays, but is behind its competitors in other overseas markets.

Plug-in relays carry up to 40 amps of current and are suitable for a variety of engine compartment and automotive interior applications. Used with wiring harnesses and junction boxes, they provide a "plug in" connection that enhances serviceability. PCB relays are more compact and are installed on circuit boards with solder. Combining compact size with durability and high-current capacity, they are used in a variety of automotive components and applications.

Borruso said that the new partnership between Hella and Taiko will allow both companies to strengthen their positions in the field of PCB and plug-in relays for automotive applications on a global basis.

"Our alliance with Taiko is part of Hella's "Network Value" strategy," Borruso noted. "By building an efficient network of independent supplier companies based on technology, innovation and global reach, Hella is creating an attractive alternative to the establishment of mega-suppliers within the automobile industry."

Hella's core business areas include automotive lighting, electronics, complete vehicle modules and the independent automotive parts aftermarket. Hella North America and its parent company, Hella KG Hueck & Company, have 22,990 employees at more than 54 manufacturing facilities, production subsidiaries and joint venture companies throughout the world. The company supplies all of the world's leading auto manufacturers. Worldwide consolidated sales for Hella during the company's 2000-2001 fiscal year grew to more than \$2.53 billion. Additional information about the company is available on the Internet at <http://www.hella.com>.



Taiko Device Techno & Co., Ltd. specializes in the production of automotive PCB relays. The company has three production divisions in Asia: Taiko Device Ltd., Tochigi, Japan; Shenzhen Baoan Shajing Taiko Electric Factory, Chenzhen, China; and Jinyoung Electro-Mechanics Co., Ltd., Masan, Korea. The PCB relays are supplied to Japanese, American and European car manufacturers. Taiko Device Techno & Co. Ltd. has a reputation for top quality around the world, with monthly production of 100 million components from its main Taiko product line, for example. Taiko's annual sales for the 2001 fiscal year ending March 2002 were four billion Yen. Fiscal year sales for 2002 are estimated at five billion Yen. Over 200 employees work at the Taiko Device Group.

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Company Contacts

Nicole Pesch

Hella North America

Phone: 734.414.0960

E-mail: npesch@hellausa.com

Ulrich Koester

Hella KG Hueck & Company

Phone: ++ 49 29 41 38 7566

E-mail: ulrich.koester@hella.de

Media Contact

Larry Weis

AutoCom Associates

Phone: 248.647.8621

E-mail: lweis@usautocom.com

URL: www.usautocom.com



Contact Information

Janet Krol

Autocom Associates

<http://www.hella.com>

248.647.8621

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