



HELLA TO SHOWCASE NEW TECHNOLOGY AT FRANKFURT MOTOR SHOW

Hella KG Hueck & Company is presenting a variety of new automotive technologies at this month's Frankfurt Motor Show (IAA) in Germany (September 9-21, 2003).

([PRWEB](#)) September 12, 2003 -- For Immediate Release

HELLA TO SHOWCASE NEW TECHNOLOGY AT FRANKFURT MOTOR SHOW

PLYMOUTH, Mich. — Hella KG Hueck & Company is presenting a variety of new automotive technologies at this month's Frankfurt Motor Show (IAA) in Germany (September 9-21, 2003).

The company's electronics division will feature its Lane Departure Warning System (LDW), which gives a warning signal to drivers before they unintentionally depart from their traffic lane.

The LDW system recognizes the position of the vehicle relative to lane markings and compares them with expected driver intentions, including changes in steering angle, turn signal activation and brake pedal application. In case of an unintentional lane departure, the system warns the driver and triggers the vehicle's active safety systems.

Hella is currently preparing lane recognition and other image-processing systems for production vehicles.

Hella's lighting group is introducing new light emitting diodes (LEDs) for front lighting systems. Hella's LED technology combines signal functions with daytime running lights and position lighting, using white LEDs as light sources for a 50 to 70 percent reduction in power consumption from conventional filament bulbs. It enables a significantly smaller lamp unit, which affords greater design flexibility. The concept has been designed for the whole vehicle service life.

Also being presented at Frankfurt are advanced, modular-structured static and dynamic cornering light systems with control electronics, that are in production on the BMW 5 Series, Audi A8, Mercedes-Benz E-Class Estate and Opel Signum.

Interactive driver simulations also are on display at Hella's Frankfurt Motor Show booth (Stand D.05 in Hall 8) where visitors can experiment with beam patterns from different lighting systems including halogen, xenon, bend lighting and intelligent headlamp systems of the future. They can be simulated on dry or wet roads and at night to test their reactions under different circumstances.

Lighting, electronics, complete vehicle modules, air conditioning systems, vehicle wiring systems and signal processing for the automobile industry, as well as parts suppliers to the aftermarket, are the core competence fields of automotive supplier Hella KG Hueck & Co. Sales for the Hella Group are approximately \$3.8 billion, placing Hella among the top 100 German industrial companies.

With its corporate headquarters in Lippstadt, Germany, the company employs more than 22,800 people at 61 manufacturing facilities, production subsidiaries and joint-venture companies in 18 countries. Over 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.

###

Company Contacts

Dan Saar

Hella North America

Phone: 734.414.0960

E-mail: dan.saar@hna.hella.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



Contact Information

Janet Krol

Autocom Associates

<http://www.hella.com>

248.647.8621

Online Web 2.0 Version

You can read the online version of this press release [here](#).