



Technology with Vision

**COMPANY PROFILE**  
HELLA MEANS BUSINESS

HELLA Automotive South Africa (Pty) Ltd.  
Sub-Sahara Region



Technology with Vision

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# WELCOME

We would like to thank you for your interest in HELLA Sub-Sahara Africa. We as a company value the opportunity to partner with you and achieve growth and success together.

HELLA is a German company and was established in 1899 and has a proud heritage of being an innovative company that has branched out significantly to where we have a product range of over 60 000 products today.

Although we are considered the thought leaders in lighting, we cater for a much wider customer demand, both from a Original Equipment (OE) and Independent AFTERMARKET (IAM) perspective. We are excited to show case some of our key competencies and products in this brochure and we trust you can associate with our range and quality.

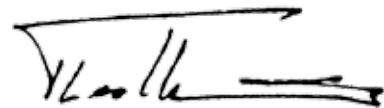
HELLA Sub-Sahara Africa has come a long way and we are very proud to be associated to the most trusted Wholesale Distributors in the region. Our priority to be the best company and brand to partner with has seen us receiving multiple awards in recent years, and we are very proud of the accolades bestowed upon us from our distribution partners.

We consistently strive for excellence and to raise the bar in our region, both from a product and service excellence

perspective. We invest in people and relationships, and when you partner with HELLA, you can be sure that you are taking hands with a company that strives to surpass all your expectations.

In conclusion, we would like to thank you again for showing interest in HELLA and we are looking forward to engaging with you. We have adopted the famous African proverb: "If you want to go fast, go alone.

If you want to go far, go together. **Let's go together, and make this the best year yet!**



Theo Theuner  
Managing Director  
HELLA Automotive South Africa





# BUSINESS SEGMENTS

## Automotive

### Lighting

- Headlamps
- Rear Lamps
- Single Function Lamps
- Interior Lighting
- Lighting Electronics

### Electronics

- Body Electronics
- Energy Management
- Driver Assistance Systems
- Sensors
- Actuators
- Electric Power Steering

## Aftermarket

### Parts

- Wearing Parts
- Spare Parts
- Chassis Parts
- Consumables
- Accessories

### Tools

- Vehicle Diagnostics
- AC Service
- Lighting Service
- Battery Service
- Tools and Equipment

### Services

- Technical Service
- Workshop Concepts
- Sales Support
- Logistics

## Special Applications

### Special OE

- Original Equipment for Commercial Vehicles, e.g. Buses, Caravans, Heavy Duty Machinery with Lighting and Electronics

### Industries

- Street Lighting
- Airport Lighting
- Interior Lighting
- Industry Lighting
- People Counter

# HISTORY

## 1899 - 2014 : Milestones



**Founding** of the Westfälische Metall Industrie AG

1899

**HELLA** becomes a trademark

1908

**First factory abroad** in Australia

1961

**Start of production** in China

1992

**BHTC HBPO**  
**Beginning of Network Strategy:** Joint Venture for air conditioning control units and front-end modules with Behr

1999

**GUTMANN**  
**MANDO**  
**Continuation of Network Strategy:** Joint Venture for diagnostics with Gutmann; Joint Venture for chassis electronics and driver assistance systems with Mando

2008

**First LED Street Lights** on large scale basis in Europe

2009

**Leader in LED-Technology Automotive** Industrialization of the world's first matrix LED headlamps with glare-free high beam

2013

• **12% global market share\*** in lighting business, **top 2 Europe\***

• **Leading market position** with regard to selected electronic products

• **One of the largest trade organizations** for spare parts in Europe

• **More than 100 locations** in over **35 countries**

• **More than 10 Joint Ventures**

Today

\* Based on a market study commissioned by HELLA

# FOCUSED ON AFRICA

## HELLA MEANS BUSINESS!

HELLA KGaA Hueck & Co. was founded in Germany in 1899. Today HELLA is one of the top forty automotive suppliers in the world, and is listed as one of the 100 largest German industrial companies. HELLA employs more than 32,000 employees at over 100 locations across 35 countries and with more than 6,000 employees working in Research & Development, HELLA is a key innovator and partner to the world's leading Original Equipment manufacturers.

HELLA Automotive South Africa (Pty) Ltd is based in Uitenhage in the Eastern Cape which is considered the automotive epicentre of South Africa. The organisation has access to the complete HELLA product portfolio, joint ventures and partners and is able to offer in excess of 60,000 ranging from:

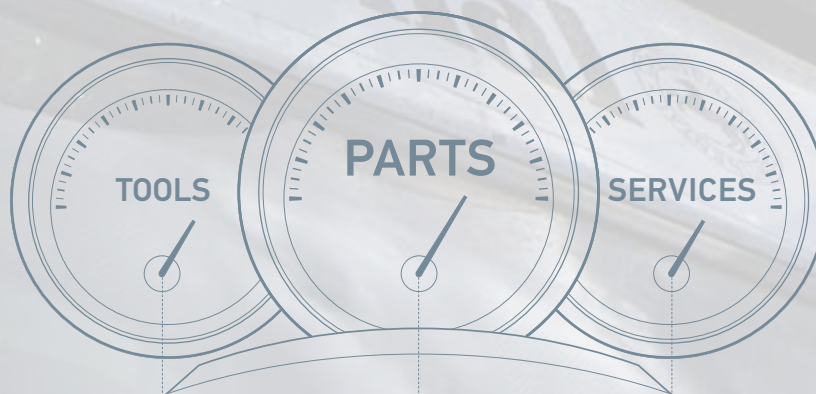
From the above product categories we are able to support numerous industry sectors including Automotive, Agriculture Commercial Vehicle, Construction, Emergency Service, Marine, Mining and Municipal, and our national sales team are there to assist our customers by offering sales, marketing, training and technical support.

The advantages of buying from HELLA South Africa are clear, giving our customers access to:

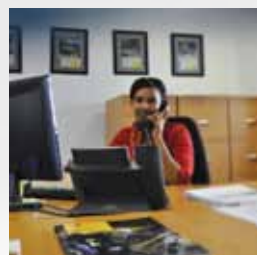
- Brands that are well known and respected;
- Real product expertise, that only an OE manufacturer can offer;
- The latest innovative products and technologies;
- Leading Technical Support and Training;
- Sales and Marketing support to help grow your business;
- Lighting designs across all industry sectors;

More than 60,000 quality parts and tools offering:

- High performance – output and life;
- Easy to install – exact replacements;
- Fit & Forget – fewer returns and warranty issues;
- Longer Life – more durable, reliable parts;
- First to market – straight from OE production sites;
- Life time value – longer lasting, reducing vehicle downtime



Accelerate your success with parts, tools and services from HELLA – single-source expertise.



## HELLA AUTOMOTIVE SOUTH AFRICA

**In South Africa the HELLA brand name can be traced to the mid-1950s.** In 1967 a factory under the HELLA banner opened in the Eastern Cape town of Uitenhage - located along the eastern coast of Southern Africa.

**In December 2008 a new entity was born, HELLA Automotive South Africa (HASA),** a wholly owned subsidiary of the HELLA Group. With the change came a new sales company infrastructure located in the Nelson Mandela Bay Logistics Park on the outskirts of Uitenhage. The **company's warehouse facility is located** some 30 km away **in the harbour city of Port Elizabeth** - well positioned to **optimise operational costs** in answer to customer needs in sub-Saharan Africa.

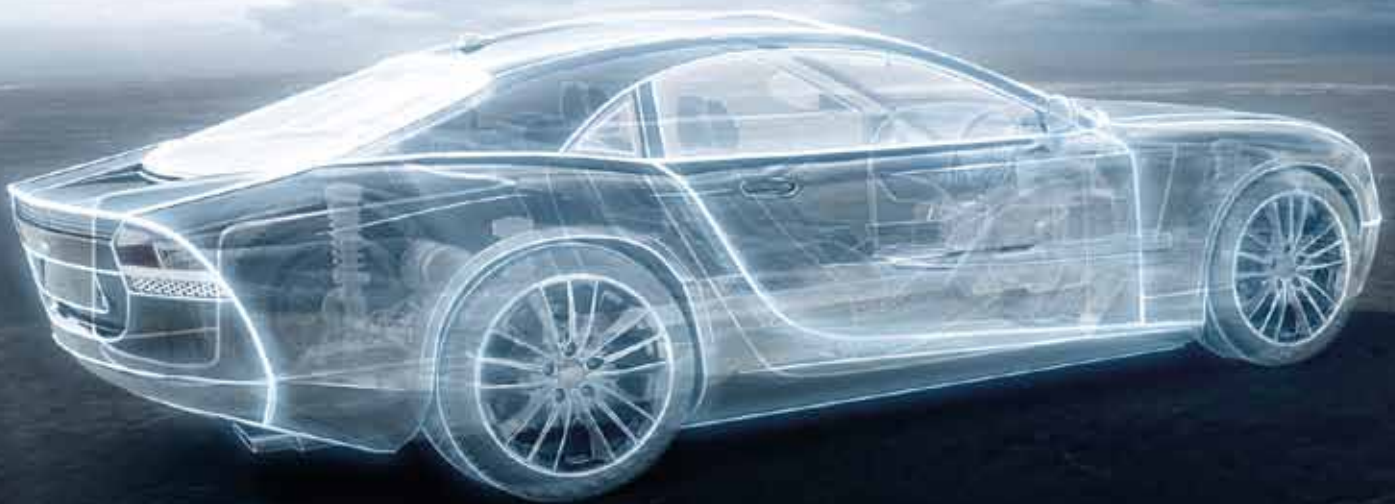
**We speed up the success<sup>3</sup> of IAM related businesses** like wholesalers, importers, retail, garages, **as well as SOE related businesses** such as mining operations, any kind of fleet operation, or manufacturers of construction equipment, trailers, buses, caravans and many more.

In Africa **customer satisfaction is** a clear goal **rooted in our basic values** of entrepreneurial spirit, teamwork, sustainability and focus on performance, speed, innovation, integrity and exemplary conduct. These values shape **HASA's vision and mission** to **exceed** customer, supplier, business partner and shareholder **expectations** – today and into the future.



HASA head office located in Nelson Mandela Bay Logistics Park.

# INDEPENDENT AFTERMARKET



## DEVELOPING OPPORTUNITIES IN THE INDEPENDENT AFTERMARKET (IAM)

Worldwide the IAM is very competitive and product quality and pricing can vary significantly. In serving the **sub-Saharan market**, we deliver **HELLA quality tools, parts and services at a competitive price**.

With the **clear strategy to address an even wider market**, namely, the quality driven but price sensitive market, **HASA is now introducing the HELLA sub-brand, HELLA ValueFit**. Our aim is to **accelerate your business success** as a leading Original Equipment supplier worldwide, HASA offers a **wide range of IAM specific as well as universal products**. **Single source expertise** and **product availability** is further enhanced by **online support**, offering valuable information.



HASA warehouse located in Struandale, Port Elizabeth.



## ALONG WITH THE TRUSTED HELLA BRAND WE OFFER:

### Tools:

#### Superior tools / Efficient repairs.

- Professional diagnostics equipment
- Comprehensive vehicle data
- Reliable garage devices
- Optimized repair procedure



### Parts:

#### Great product range / Good business.

- In all more than 40,000 products in the range
- Top quality & performance
- OE expertise
- High level of technological competence
- Sub-brand HELLA ValueFit



### Services:

#### Outstanding service / True Partnership.

- Professional technical service
- Customer focused sales support
- Excellent logistics & availability
- Marketing Support
- HELLA Online Support



# SPECIAL OE & MINING



## HELLA MINING

Integrated into the HELLA global network, **HASA capitalises on the very latest in-house, innovative mining product developments.** HELLA mining products are **recognised worldwide for their superior performance and broad range** – each product developed **to meet and often exceed customer expectations, operating in the harshest environments.**

The **HELLA product range includes** work lights, spotlight, safety daylights, fixed lighting, emergency beacons, signal lamps, interior lighting, head lamps, bulbs, electrical and installation materials, service tools and accessories.

**Trail fitments are available for** haul trucks, front-end loaders, bull dozers, excavators, rope shovels, drag lines, water bowsers, drill rigs, graders, support vehicles, light towers or workshop lighting.

The above is all **supported by a professional HASA sales infrastructure.** This also includes **custom light designs/simulations, technical training, on site presence and visits** and, of course, online tools, a valuable source of information that is updated on an on-going basis.

**We recognise the importance of maximising visibility, reduce down-time, improve mine safety and productivity, product durability and conforming to strict regulations** fall within the HASA offering enriched by **Mining specific world-class product innovation.**

In all, apart from the above mentioned, **a dedicated HASA Mining sales team** provides our Africa business partners **with technical and commercial specialist expertise.**



## SPECIAL ORIGINAL EQUIPMENT (SOE)

HELLA is a **leading global player in the SOE market** - serving all non-passenger vehicle OEMs.

The company offers a **broad range** of products for **manufacturers of on-road and off-road vehicles** such as **for the target groups** Trailer, Agriculture and Forestry, Municipal, Construction, Bus and Truck, Caravan and Motorhome, Commercial-, Special purpose or Emergency-vehicles.

Recognised as a **leader in developing innovative, quality products**, HELLA offers universal HELLA products as well as specifically designed products **to meet defined functionality parameters and performance standards of Special OE customers**. This **broad range covers lighting and electronics** from Actuators, Beacons and Headlights to Sensors, Signal Lighting and Worklamps. All, comes of course, with **technical support** and **years of experience in the specific fields of application**.



# HELLA ONLINE

## ELECTRONIC SUPPORT

**Our aim is to provide you with relevant and meaningful information as quickly as possible.** The evolution of the Internet / Web and on-going improvements in connection speed in Africa makes it an obvious first choice in communication with our sales staff and customers alike. Even so, the need for printed information remains and from time-to-time more dated promotional material is updated and distributed to various target groups.

**HELLA has embraced new communication technology and provides a range of support information pages via the Internet.** As a dynamic medium, these pages are updated on an on-going basis and websites grow in-line with customer needs.

### HELLA AUTOMOTIVE SOUTH AFRICA - WEBSITE

At [www.HELLA.co.za](http://www.HELLA.co.za) you can review the HELLA on-line catalogue, view specific product detail, there are installation instructions, Store Locator... and so much more - all available at the press of a button.

### HELLA MICRO SITES

Discover everything allied to the wide HELLA product range via links from the HELLA Automotive South Africa web site.

[www.HELLA.co.za](http://www.HELLA.co.za)



### FOR DRIVERS



#### Product details and safety tips

Under [www.HELLA.com/cardriver](http://www.HELLA.com/cardriver) you will find the HELLA Light Check, Bulbs, Horns and Wiper Blade Configuration Tools, Product Advice, Safety Tips and Checklists, Videos, the Eliver Tool, Quality Tests and more.

#### APPS for smartphones

We provide **interactive product experiences** and practical service for when you are on the move. For worklamps, spotlights and many more, visit:

[www.HELLA.com/apps](http://www.HELLA.com/apps)

#### Social Media

[www.facebook.com/HELLAsouthafrica](http://www.facebook.com/HELLAsouthafrica) You will find the latest news, competitions, trivia and product releases for the Internet community and you can post your comments. **Come on board and Like Us today!**

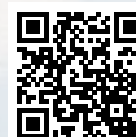


HELLA AUTOMOTIVE SOUTH AFRICA - WEBSITE

HELLA ONLINE SERVICES - WEBSITE

HELLA MINING - WEBSITE

HASA FACEBOOK PAGE - WEBSITE



## CONTACT US:

### SALES AFTERMARKET

Sales Manager  
Paul Goosen  
Tel.: +27 (0) 82-299-2280  
Paul.Goosen@HELLA.com

### SALES MINING

Sales Manager  
Oswald Olckers  
Tel.: +27 (0) 73-144-7637  
Oswald.Olckers@HELLA.com

### SALES SPECIAL OE

Sales Manager  
Vishnu Govender  
Tel.: +27 (0) 73-155-6150  
Vishnu.Govender@HELLA.com

### CUSTOMER SERVICE / HEAD OFFICE

Chere Cordier / Alicestine Toring  
Tel.: +27 (0) 41-996-5700 /07  
Chere.Cordier@HELLA.com  
Alicestine.Toring@HELLA.com

### TECHNICAL SERVICE / HEAD OFFICE

Technical information, (diagrams, images, illustrations).  
Christopher Hufkie  
Tel.: +27 (0) 41-996-5703  
Christopher.Hufkie@HELLA.com

### PRODUCT & LOGISTICS MANAGEMENT

Manager Operations  
Barry Jr. du Plessis  
Tel.: +27 (0) 41-996-5702  
Barry.J.Plessis@HELLA.com

### MARKETING / PROMOTION

Marketing Manager  
Cassie van Wyk  
Tel.: +27 (0) 82-876-8766  
Casperus.vanWyk@HELLA.com

### FINANCE

Finance Manager  
Claire Jonker  
Tel.: +27 (0) 41-996-5709  
Claire.Jonker@HELLA.com

## HELLA TECH WORLD

HELLA TECH WORLD provides central **access to technical knowledge and product information** from HELLA's core areas of **Tools, Parts, Services** (be it lighting, electrics, electronics, thermal management or garage equipment) via one portal – and passes on that knowledge to registered users. The breadth of information and the level of detailed knowledge are exceptional.

**The database** alone has **over 1,300 vehicle-specific information** documents. **Interactive pages, 3D online tools**, e-paper, videos and animations – the portal uses the latest methods to deliver its valuable knowledge. **It combines technical service and practical training.**

Registered users have **unrestricted free-of-charge access** to the knowledge and information provided by HELLA and its joint venture partners, this includes basic and specialist knowledge on the latest products, as well as product and marketing information.

The site holds a **wealth of information for day-to-day work** and is **ideal for specialist training and teaching.**

Visit HELLA TECH WORLD. Just follow the link from: [www.HELLA.com/techworld](http://www.HELLA.com/techworld) to learn more about this meaningful electronic support tool.



**HELLA Automotive South Africa (Pty) Ltd.**

Nelson Mandela Bay Logistics Park  
Jagtvlakte Industrial Area, Erf 2051  
Uitenhage, South Africa  
6230

**HELLA Automotive South Africa (Pty) Ltd.**

P O Box 603, Uitenhage,  
SOUTH AFRICA, 6230

**Sales Telephone:** +27 (0) 41 996 5700

**Sales Telefax:** +27 (0) 41 996 5720

[www.HELLA.co.za](http://www.HELLA.co.za)

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