



Technology with Vision

SUB-SAHARA AFRICA COMPANY OVERVIEW



www.hella.com

HELLA

Worldwide

For over a century, HELLA has focussed in innovation, quality and optimum performance at a level beyond conventional industry standards. This no compromise approach has established HELLA as a trusted partner for the world's leading vehicle manufacturers and its aftermarket expertise has ensured HELLA is one of the top forty automotive suppliers in the world.

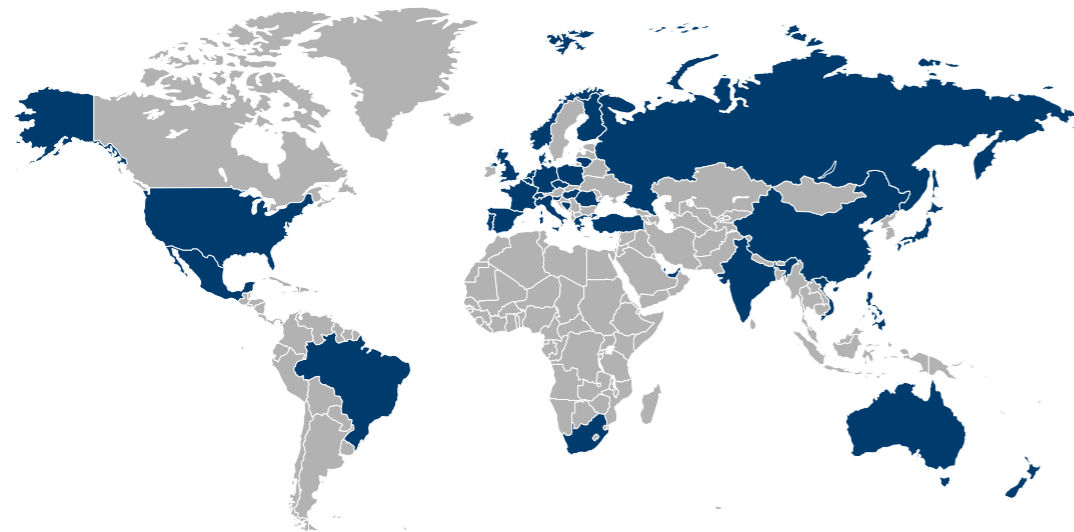
The Special Applications Division at HELLA is dedicated to developing custom lighting and electronic solutions for the complex requirements of specialist vehicle manufacturers in such diverse sectors as mining, construction, emergency response and marine.

Through the Aftermarket Division, HELLA supplies wholesale distributors and retailers with a diverse portfolio of high quality replacement parts

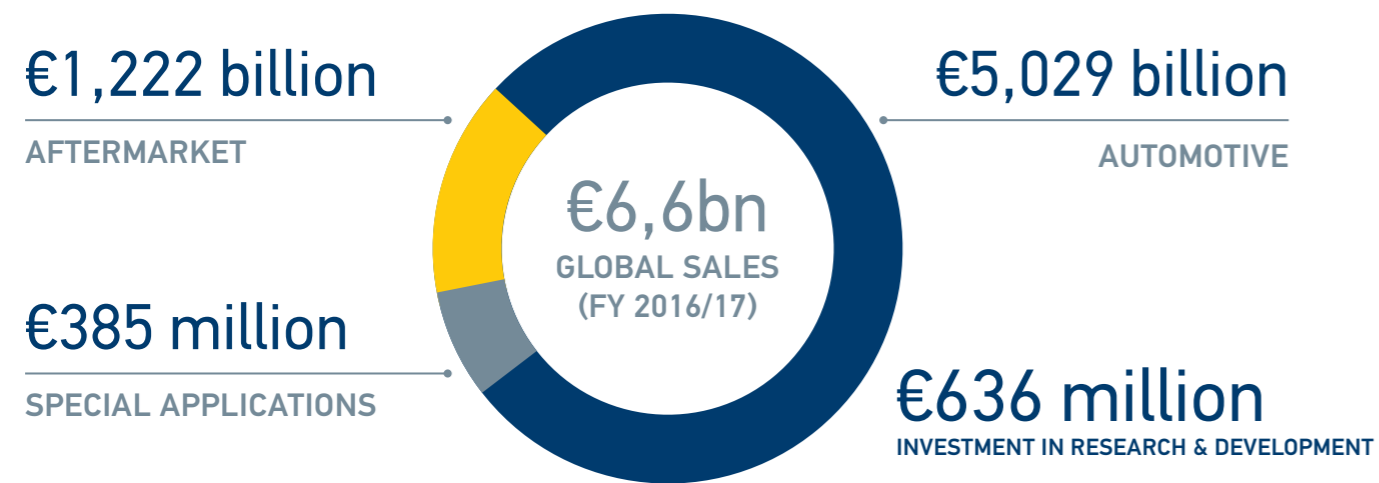
- **Founded in Germany in 1899**
- **One of the top 100 industrial companies in Germany**
- **One of the top 40 automotive suppliers in the world**

for both passenger and commercial vehicles. Teaming with several other German original equipment brands, all which are regarded as among the very best in their fields, to offer an even more diverse product range.

The HELLA Account Management Team and Customer Service advisors are the designated first point of contact, and customers can be assured of a prompt, helpful and knowledgeable response. The Technical Specialists, Product Managers and Marketing Team interact directly with customers providing training, technical sales support and business development initiatives, which include bespoke lighting designs, marketing tools and promotions.



HELLA GROUP TURNOVER



37,000+ TOTAL EMPLOYEES | **7000** EMPLOYED IN R&D | **125** LOCATIONS | **35** COUNTRIES | **118+** YEARS EXPERIENCE

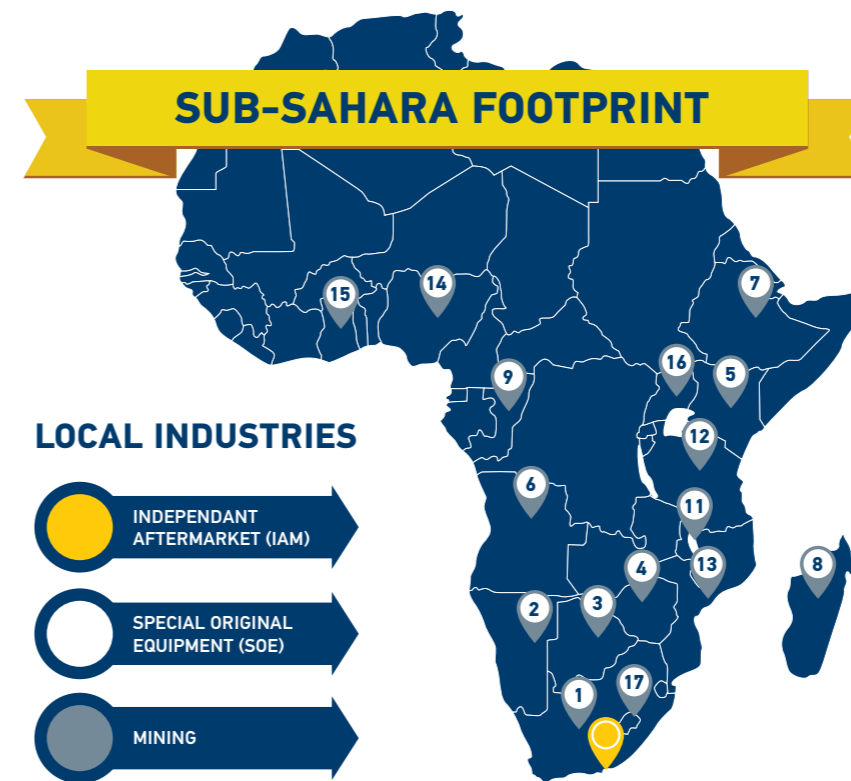
HELLA

Sub-Sahara Africa



Business Simplified. HELLA Sub-Sahara Africa is able to support numerous industry sectors including Automotive, Agriculture, Commercial Vehicles, Construction, Emergency Services, Marine, Mining and Municipal.

HELLA is a key innovator and partner to the world's leading Original Equipment (OE) manufacturers.



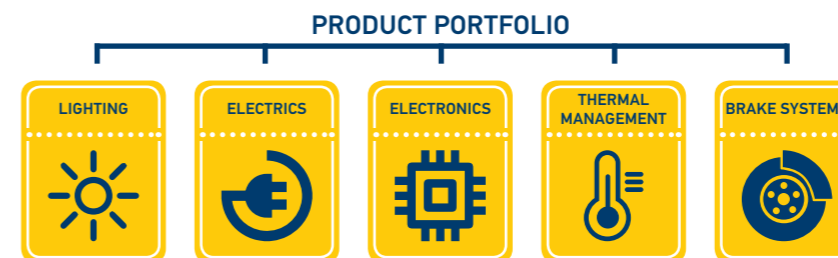
200+ AFRICAN CUSTOMERS
(Wholesale, Retail Chains, Soe)

1. South Africa
2. Namibia
3. Botswana
4. Zimbabwe
5. Kenya
6. Angola
7. Ethiopia
8. Madagascar
9. Congo
10. Mauritius
11. Malawi
12. Tanzania
13. Mozambique
14. Nigeria
15. Ghana
16. Uganda
17. Lesotho

SALES HEAD OFFICE
Uitenhage, Eastern Cape, South Africa

LOCAL TEAM
27 Full Time Employees
Managing Director: Theo Theuner

HELLA is the preferred partner for distributors with access to a product range of 60 000+ product items globally.



LOCAL BRANDS



FUTURE SETUP
2019 and Beyond

HELLA Sub-Sahara Africa is investing into the future. A decision to optimise our operations and expand our African footprint by moving into the Coega SEZ (duty free zone) has been taken, and will commence from 2019.

State of the art office, warehouse and training facilities will welcome our business partners to the new and improved gateway to Sub-Saharan Africa.

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Find us on Facebook: HELLA South Africa

PROUD HERITAGE OF GERMAN ENGINEERING SINCE 1899

