PRESS RELEASE

HELLA and BreezoMeter agree on strategic cooperation

- **Partnership cooperation for the development of a cloud-based air quality management system**
- **New sensor from HELLA measures the level of particulate matter both inside and outside the vehicle**
- **BreezoMeter enriches particulate matter data with cloud-based air quality data to offer an enhanced and connected air quality management system**

Lippstadt, September 14, 2017. The lighting and electronics expert HELLA and the Israeli cloud-based air quality analytics provider, BreezoMeter, are entering into a strategic partnership. The objective of the cooperation is to create reliable real-time data on the air quality in and around the vehicle and to make this data available to the occupants of the vehicle. The cooperation also intends to provide personalized solutions for an active health management based on this cloud-based technology. With the vision of enabling everyone to enjoy better health, HELLA and BreezoMeter are presenting the first cloud-based air quality management solution at the IAA 2017.

Especially pollution by particulate matter in the range of up to 2.5 micrometers (PM 2.5) is of high importance when it comes to air pollution. These pollutant particles are small enough to penetrate deeply into the lung. They get deposited there and can be the cause of short- and long-term health risks. The environmental outlook from the Organization for Economic Co-operation and Development (OECD) predicts that in 2050 around 3.5 million people around the world will die because of particulate matter pollution. "Achieving the best possible air quality is therefore gaining in importance. This applies both for inside the vehicle and the personal environment," says Carsten Peterßen, Strategic Sales Manager at HELLA. "With the strategic cooperation with BreezoMeter, we are meaningfully combining our sensor system expertise from the automotive industry with competence in cloud data management."

In this context, HELLA has developed a sensor that measures the level of particulate matter in the vehicle interior as well as in the ambient air in real time. This data is

enriched with information from BreezoMeter on additional pollutants (such as carbon monoxide (CO), ozone (O_3), sulfur dioxide (SO_2), nitrogen dioxide (NO_2) and PM10). Derived from governmental sensors, satellites, weather, traffic information, and other sources, BreezoMeter uses innovative technology in machine learning, big data analytics and pollution dispersion models to calculate air quality forecasts for over 67 countries. Thanks to the cloud solution, over 1.6 TB of BreezoMeter data is validated and organized every hour, 7.1 billion compound calculations are performed and 420 million geographical data points with air quality information are being generated. The forecasted air quality data is transmitted to the vehicle through an interface, processed centrally within the vehicle and then displayed in the vehicle's information system.

"Thanks to the cooperation with HELLA, air quality information can be determined directly in the vehicle and integrated into the routing, for example. In return, the mobile sensor measurements complement our data. This will make it possible to create the most detailed map for air quality in the near future," says Ziv Lautman, co-founder and Chief Marketing Officer of BreezoMeter. Based on this information, it is possible to enhance the automatic air quality management system of the vehicle interior – from a currently reactive system to a system that will proactively improve the protection of the occupants before the vehicle enters a polluted area.

At IAA Cars, interested visitors can learn more about cloud-based air quality management from HELLA and BreezoMeter at the HELLA booth from September 12th to 17th (Hall 3.1, booth B31).

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HELLA KGaA Hueck & Co., Lippstadt: HELLA is a global, family-owned company, listed on the stock exchange, with around 38,000 employees at over 125 locations in some 35 countries. The HELLA Group develops and manufactures lighting and electronic products for the automotive industry and also has one of the largest retail organizations for automotive parts, accessories, diagnostics, and services within Europe. With nearly 7,000 people working in research and development, HELLA is one of the most important innovation drivers on the market. Furthermore, the HELLA Group is one of the top 40 automotive suppliers in the world and one of the 100 largest German industrial companies. It achieved sales of approx. € 6.6 billion in the fiscal year 2016/2017.

BreezoMeter, Haifa, Israel: BreezoMeter is an award-winning company that provides hyperlocal air quality data to businesses, helping them engage and retain consumers, impact their daily habits and improve their health. Derived from governmental sensors, satellites, weather patterns, transportation dynamics and other sources, BreezoMeter uses innovative technology in machine learning and big data analytics to provide end users with accurate and precise air quality data, including pollutant concentrations and forecast, up to the city block level. The company offers its data as a service via API to enterprises, from smart home, fitness, cosmetics, and automotive companies to digital health brands. Visit https://breezometer.com/ for more information.

For additional information please contact:

Dr. Markus Richter
Company spokesman
HELLA KGaA Hueck & Co.
Rixbecker Strasse 75
59552 Lippstadt
Germany
Phone: +49 2941 38-7545
Fax: +49 2941 38-477545
Markus.Richter@hella.com
www.hella.com