

LIPPSTADT (GERMANY)  
**2 November 2023**

## **Agritechnica 2023: HELLA presents lighting and electronics innovations for agricultural machinery**

- Product premiere: The new modular accelerator pedal system is flexibly configurable
- Simple, steady, streamlined: S-series work lamps are supplemented by further product families
- SlimLine: rectangular light module sets new standards in design language

At the world's leading trade fair for agricultural technology, HELLA, the automotive supplier operating under the FORVIA umbrella brand, will be presenting new products and innovations (Hall 17, Stand F27) for agricultural machinery. The modular accelerator pedal system will celebrate its premiere at the fair. In addition, the focus is on lighting solutions that ensure extensive illumination of the working environment and give combine harvesters, tractors and the like an individual appearance.

### **Product premiere: the new modular accelerator pedal system can be flexibly configured**

For over 25 years, accelerator pedal sensors from HELLA have ensured that drivers can control the speed of their vehicles safely and comfortably. Now the company has applied its many years of know-how to further development and is launching the modular accelerator pedal especially for off-highway vehicles. The robust mechanical concept of the system guarantees functional reliability under the toughest conditions.

The heart of the system is the basic unit with the integrated HELLA sensor concept CIPOS® (**C**ontactless **I**nductive **P**osition **S**ensor), which enables inductive and contactless position measurement. This not only ensures high precision but is also wear-free. Following the modular principle, manufacturers then select a pedal arm - be it upright or suspended, made of plastic or steel. In addition, different connectors and fastening elements are available, making it easy to integrate the accelerator pedal into all vehicle architectures.

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The position information can be output in classic analogue or digital form, and the output signals are programmable and customisable. Thanks to this modularisation, agricultural and construction machinery manufacturers benefit from shorter development times and thus lower costs.

## **Simple, steady, streamlined: S-series work lamps to be supplemented by further product families**

The HELLA trade fair presentation will also focus on efficient LED lighting solutions that enable safe and productive working, especially in the dark. True to the motto "simple, steady, streamlined", the S-series are optimised versions of existing work lamp families. The series is particularly suitable for demanding work in the field, as the products are impact-resistant and corrosion-resistant. In addition, the work lamps are characterised by an excellent lumen-watt performance and an associated high energy efficiency.

Since the new launch in summer 2022, many work lamps in the S-series are now available: be it the Module 70, the Power Beam, the Module 90 or Ultra Beam with 4,400 lumens. Next year, the Oval 100 with 1,000 lumens and 1,850 lumens as well as the Module 70 reversing spotlight will follow. Thanks to the different designs, illumination and light output variants, the right work lamp can be found for every requirement. Another plus: to meet increased design demands, the S-series will also be available as a "Black Edition" from next year.

## **SlimLine: rectangular light module sets new standards in design language**

An additional highlight on the stand is the SlimLine Bi-LED headlamp, the first rectangular light module in the HELLA portfolio. The headlamp is not only powerful and robust, but also sets new standards in design language, especially due to its striking shape. In addition, the headlamp bezels can be customised in shape and colour or provided with a logo. The headlamp can also be combined with other luminaires, such as the LEDayFlex III combination luminaire. In this way, unique vehicle signatures can be created.

At the trade fair, HELLA will also be showing other ways in which vehicles can be customised or designed with the help of modules. For this purpose, the company has standard headlights as well as product highlights from the electrics and electronics portfolio.

### [ABOUT HELLA](#)

HELLA is a listed, internationally positioned automotive supplier operating under the umbrella brand FORVIA. Within this de facto group, HELLA stands for high-performance lighting technology and automotive electronics. At the same time, the company covers a broad service and product portfolio for the spare parts and workshop business as well as for manufacturers of special vehicles with its Lifecycle Solutions business group. HELLA has around 36,000 employees at more than 125 locations worldwide and generated sales of €4.4 billion in the seven-month short fiscal year 2022.

### [ABOUT FORVIA](#)

FORVIA combines the technological and industrial strengths of Faurecia and HELLA, which complement each other perfectly. With over 300 industrial sites and 76 R&D centres, 157,000 employees, including more than 15,000 R&D engineers, in over 40 countries, FORVIA offers a unique and comprehensive approach to the automotive challenges of today and tomorrow. FORVIA consists of six business groups with 24 product lines and a strong portfolio with over 14,000 patents. FORVIA strives to become the preferred innovation and integration partner for OEMs worldwide. FORVIA has set itself the goal of recognising the change in mobility at an early stage and putting it into practice.

**Discover these product highlights from 12 to 18 November 2023 at the HELLA trade fair stand, Hall 17, Stand F27.**

**Note:** You can also find this text and suitable images in our press database at: [www.hella.com/press](http://www.hella.com/press).

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