

Hella have signed new coöperation agreements at Auto Shanghai. CEO Dr. Rolf Breidenbach calls China one of his company's key automotive markets, and says Hella "are systematically expanding our own activities with partnerships."



To that end, Hella signed a strategic coöperation agreement with Wuling Automotive Industry, a company who belong to the Chinese Guangxi Automobile Group. Both partners intend to work on vehiclee lighting technologies for the Chinese market, with a particular focus on the development of headlamps for the volume segments. The coöperation will be further substantiated in the coming months and shall especially supply Chinese automaker SAIC General Motors Wuling Automobile.

More, Hella are presenting their range of products and services in the field of electromobility and autonomous driving, as well as solutions made especially for the Chinese market. "We want to be as close as possible to our customers," says Dr. Breidenbach. "Our strategic approach is therefore: in China, for China. Our aim is to open further growth opportunities in one of the world's most attractive markets." Thus, Hella want to provide Chinese customers with comprehensive support on their way to electromobility.

The Hella presentation at Auto Shanghai has a focus on key technologies for assisted and automated driving, including radar sensors and camera software. Based on virtual reality, trade fair visitors can also experience various lighting scenarios for vehicle interiors and learn about solutions developed to meet the requirements of Chinese customers.

Hella have been present in China for over 25 years, and currently are represented there with over 6,000 employees and 17 companies (including five joint ventures). In fiscal year 2017–18, Hella generated sales of €844m in China.