



HELLA joins Europe's largest innovation platform

The lighting and electronics expert becomes new partner in "Startup Autobahn" network

Lippstadt, October 06, 2017. HELLA has joined the innovation platform "Startup Autobahn". With this step, the globally active automotive supplier intensifies its activities in the dynamic startup scene. With its various industry and science partners and more than 30 startups, the Stuttgart-based "Startup Autobahn" network is considered the largest innovation platform in Europe. Topical focal points are mainly based on future mobility concepts and matters regarding Industry 4.0.

"The automotive world is undergoing radical changes", says Michael Jaeger, executive board member of business division Electronics and in charge of innovation management at HELLA. "For further promoting solutions for the mobility of tomorrow, we as innovation and technology leader increasingly favor new and open cooperation forms. Startup Autobahn provides us with an outstanding foundation here. We want to connect with young companies via this platform and explore new growth areas for HELLA."

"Startup Autobahn" was founded by the leading international innovation platform and startup Accelerator Plug and Play, headquartered in Silicon Valley, together with partners in Germany. The network aims at promoting the exchange among established industrial companies, investors and mentors as well as agile startup companies.

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HELLA KGaA Hueck & Co., Lippstadt: HELLA is a global, family-owned company, listed on the stock exchange, with currently more than 38,000 employees at over 125 locations in some 35 countries. The HELLA Group develops and manufactures products for lighting technology and electronics 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

PRESS RELEASE



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.

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