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busworld 2023: HELLA shows modular concepts and customer-specific lighting innovations for city buses and coaches

- Sustainable and powerful: headlamps for new Marcopolo G8 series
- Modular, durable, striking: full LED rear combination lamps
- SlimLine Bi-LED headlamp: first rectangular light module

At this year's busworld 2023 in Brussels, the automotive supplier HELLA, who operates under the umbrella brand FORVIA, will be presenting modular concepts as well as specially developed, customer-specific innovations for city buses and coaches. They provide more safety and comfort, sustainability and brand differentiation and thus serve key market requirements in the transportation sector. Held every two years, busworld is the world's largest and oldest trade exhibition for the bus industry. HELLA will be present there from 7 to 12 October 2023 in Hall 6, Stand 634.

Sustainable and powerful: headlamps for new Marcopolo G8 series

One of the highlights of HELLA's presence at the trade fair is LED headlamps, which HELLA has put into series production for the new G8 coach series of the Brazilian bus manufacturer Marcopolo. So far, the headlamp has only been showcased in the South American region; it will thus be presented to a larger audience for the first time at busworld 2023. The headlamp features HELLA's largest one-piece LED reflector. This makes for a striking appearance, as the headlamp is not composed of several individual parts, but appears to be cast from one piece. Special features are also the efficiency and luminosity, which are particularly noticeable when driving at night: It reduces driver fatigue and thus increases safety, while glare for oncoming vehicles is reduced by around 80 percent. In addition, the LED headlamp is extremely sustainable: Compared to the conventional halogen version, it reduces the CO₂ footprint by around a third over its entire service life.

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Modular, durable, striking: Full LED rear combination lamps

At Busworld 2023, HELLA will also present full-LED rear combination lamps used by a German premium bus manufacturer. On the one hand, they show how good security can look: Large in size and at the same time energy-efficient, the rear combination lamp with five light functions is visible from afar and sets striking design elements. The LED rear combination lamp also implements a modular and thus economical concept approach. Customer- or brand-specific differentiation is ensured in particular by the different colour schemes of the rear combination lamp as well as by different printings on the light curtain.

SlimLine Bi-LED headlamp: first rectangular light module

The SlimLine Bi-LED headlamp is not only powerful and robust, but above all sets new standards in design language. As the first rectangular light module in the HELLA portfolio, it follows a highly topical design trend that is also becoming increasingly popular in the bus sector. In addition to these new distinctive design options, the headlamp bezels can also be customised in shape and colour or branded with a logo. The SlimLine module combines low-beam and high-beam headlamps in a single module. Thanks to its excellent performance, the module's light is very similar to daylight and thus increases safety and driving comfort, especially during long journeys in coaches.

Discover these and other product highlights from 7 to 12 October 2023 at the HELLA trade fair stand, Hall 6, Stand 634.

Note: Text and images can also be found at: www.hella.com/press.

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 euros in the seven-month short financial 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.