



# HELLA New Zealand SPOTLIGHT

Bringing you the latest information from HELLA New Zealand

ISSUE #1 2012



## Brother International RALLY OF WHANGAREI HELLA BRIDGE TAKES CENTRE STAGE... AGAIN!

**LED  
WORK LAMPS**  
SUPERIOR ILLUMINATION  
We deliver the facts!

**LED SAFETY  
DAYLIGHTS™**

Are You Visible  
Enough on the Road?



**WIN**

Go in the draw  
and win this HELLA  
prize pack

See page 6 for details



**EDITORS  
NOTE**

Welcome to the 1st edition of Spotlight - your trusted source for the latest products, technical information and news direct to you from HELLA New Zealand.

In this edition find out why Safety DayLights™ are a safety must on today's roads, how our superior LED work lamps can illuminate the darkest of work places; and to celebrate our first edition of Spotlight, go in the draw to win a great HELLA prize pack.



# BE SAFE BE SEEN

## Safety DayLights™

HELLA has developed a range of high technology LED front lighting to enhance the visibility of vehicles during daylight hours.



**DRIVING DURING DAYLIGHT HOURS** with your headlamps ON has long been promoted by authorities to enhance New Zealand's road safety. Dipped beam headlamps, however, are designed to efficiently light up the road in front of a vehicle in darkness, whilst causing as little glare as possible to oncoming traffic.

HELLA Safety DayLights™ (often referred to as DRL's) are highly visible forward facing signal lights providing intense white light, which is designed to prevent oncoming vehicles accidentally being overlooked during daylight hours.

The failure to notice a bus, truck or car approaching, particularly at intersections, has been identified as one of the most significant factors of accidents during daytime hours.

To have accidentally overlooked an approaching vehicle is cited in as much as 80% of intersection collisions. Near misses resulting from such oversights are common and happen to most of us from time to time.

Designed and manufactured in New Zealand, HELLA Safety DayLights™ will contribute to a reduction in road fatalities and injuries from such oversights. Highly visible Safety DayLights™ for daytime use are a proven

life saver not just for other road traffic but also for pedestrians. International road safety research (see facts to the right) has concluded time and time again the effectiveness of dedicated Safety DayLights™ in lowering the road toll.

Because the research is conclusive and compelling, Safety DayLights™ are now mandatory standard equipment for new cars in Europe, and now most new cars are imported into New Zealand also with Safety DayLights™ (DRLs) as standard equipment.

HELLA uses the latest LED technology, matched with precision optics and efficient electronics to create Safety DayLights™ that use over 95% less energy than dipped beam headlamps. This energy efficiency saves as much as 0.2 litre per 100 kilometres compared to the use of the standard dipped beam headlamps. The ultra-long life LED technology helps preserve the life of costly headlamp bulbs whilst significantly enhancing the conspicuity of the vehicle.

HELLA New Zealand now manufactures the largest range of retrofit Safety DayLights™ suitable for a wide variety of cars, vans, busses and the commercial truck fleet.

Cost and safety conscious fleet owners and operators recognise the benefits of HELLA Safety DayLights™ as a Fit and Forget, lifetime safety enhancement of their fleet to pro-actively help reduce New Zealand's road toll.

The message is clear, Be Safe, Be Seen, specify HELLA Safety DayLights™ for your vehicle.

### Road Safety Facts

"In-depth accident studies acknowledge that failing to see another road user in time (or at all) is a contributing factor in 50% of all daytime accidents. 80% for daytime intersection accidents."

The Safety Effects of Daytime Running Lights, 1997.

Over 25% of all fatal road crashes in New Zealand are head-on crashes. Many involve multiple deaths.

NZ Transport Agency, Fact sheet 29

### Safety DayLights™

- Increase your vehicle visibility
- Intense white light to alert other road users of your presence
- Fully sealed - impervious to dust and moisture
- Advanced UV resistant materials
- Low power consumption
- Suitable for passenger and commercial vehicles
- Approved for use in New Zealand and Australia



## LED SURPASSES HID

Sales of LED work lamps are escalating as LED technology becomes a popular option compared to conventional halogen work lamps. This is due to the high efficacy of LED work lamps, achieving superior light output for less power consumed, and the promise of ultra-long life. Some of the latest lamps even surpass the output of HID (Gas Discharge) work lamps.

While light performance and cost are important considerations, radio interference, thermal management and LED efficiency are also key factors to be aware of when selecting an LED work lamp.

# Superior ILLUMINATION

## with HELLA LED Work Lamps

### RADIO INTERFERENCE

Electro-magnetic radiation has to be kept below minimum standards as required by law. This can be shown by complying with an EMC standard, and should be displayed on the product.

The radiation can either be emitted from the electronics or be conducted back down the connecting cables of the lamp. The usual symptom of interference is a crackle through the radio in the vehicle. The interference may also cause problems with the vehicle's on-board electronics, upsetting engine and transmission computers (e.g misfire on the engine or transmission acting erratically).

All HELLA LED lamps are EMC compliant, and will not interfere with vehicle electronic systems.

### LED THERMAL MANAGEMENT

Contrary to popular belief LEDs do create heat, and when high power LEDs are utilised there must be a heat management system in place. Cheaper LED lamps tend to have less efficient electronic regulation and waste a lot of energy as heat, which translates into high lamp temperatures. When the external temperature exceeds 60°C the lamp becomes dangerous to touch and the life expectancy of the LEDs are severely reduced.

LEDs are cold light sources, as they emit visible light, but almost no UV or IR radiation. The emitted light appears cool and does not heat illuminated objects. However, the LED itself is heated by the process used to create the light. Up to 85% of the energy provided is converted into heat.

The lower the operating temperature, the brighter and longer the LED shines, therefore appropriate cooling must be provided. Besides the heat generated by the LED, other heat sources such as ambient temperature and sunlight exposure must be taken into consideration.

### LED EFFICIENCY

HELLA lamps are among the most efficient available, and therefore use the least amount of power for the light generated. This translates into low lamp temperatures and long life. High efficacy is especially important if the power supply is limited, as in solar power systems.

RRP prices exclude GST



\$1199.00

**POWER BEAM 3000**  
LED Spread Beam Work Lamp

P/N 1555-HD **3000lm**

LED work lamp with 16 high performance LEDs for powerful white light output rated at 3000 lumen, brighter than a standard 35W HID work lamp.



\$979.00

**POWER BEAM 2000**  
LED Work Lamp

P/N 1553 **2200lm**

LED work lamp with 16 high performance white LEDs for powerful white light output. Over 50% brighter than a 55W H3 bulb, and consumes 20% less power.



\$448.80

**POWER BEAM 1000**  
LED Work Lamp - Heavy Duty

P/N 1551-HD **1000lm**

LED work lamp with 6 high performance white LEDs for powerful white light output.



\$281.60

**M70 LED MULTIVOLT™**  
Close Range Work Lamp

P/N 1547-LED **600lm**

M70 LED Multivolt™ work lamp features 4 high performance white LEDs providing consistent close range illumination and lamp protection with 12V or 24V systems.

# HELLA LED TRANSPORT LIGHTING

The world is using resources at an ever increasing rate. Few materials have a greater environmental impact than plastic products, which are discarded because they have failed or are no longer required.

**THE PLASTIC MATERIALS** specified for HELLA products are designed to withstand the exceptionally harsh conditions experienced in New Zealand and Australia. Superior plastic materials are a cornerstone of the HELLA Fit and Forget by Design philosophy to create truly durable products.

The most advanced of the materials employed is Grilamid®, a high-performance Swiss-made transparent polyamide. This revolutionary new material has exceptional properties and has quickly become the material of choice for the discerning equipment operator and fleet managers.

## Long Term Transparency

Grilamid® will not lose its lustre and transparency, Polycarbonate (that is not specifically UV resistance coated) will lose transparency and will increasingly discolour through weathering. As a result the clarity of the lens is reduced and a signal lamp becomes less effective. Grilamid® is highly transparent long term, and will retain its superior optical performance without discolouration.

## UV Radiation

New Zealand and Australia are exposed to some of the highest and harshest levels of UV radiation in the world. Most consumers have purchased and experienced products made from plastic materials that deteriorate, fade and become brittle very quickly when exposed to our harsh sun. Grilamid® is extremely resistant to high UV and will tolerate long term exposure without fading or embrittlement.



# Superior Lens Materials

## Specified by HELLA

Revolutionary new Grilamid® has exceptional durability properties and has quickly become the material of choice for the discerning equipment operator and fleet managers. Grilamid® excels where other lens materials fail.



## Cleaning Products

The use of cleaning chemicals and even general liquid detergents are sometimes used as a reason to void warranties for products made from Polycarbonate. Such chemicals can cause crazing and/or cracking of this particular plastic. Grilamid® is highly resistant to common chemicals used in the transport industry and as such is the ideal material for true Fit and Forget performance.



Stress cracked PC.

Grilamid® subjected to the same conditions.

## Grilamid® retains its toughness

LED truck and trailer lamps are frequently exposed to mechanical impacts by stones, tree branches and general shocks. Uncoated Polycarbonate will lose its impact resistance over time. Tests prove that the superior strength and toughness of Grilamid® is not compromised even through the prolonged effects of weathering.



P/N 2058



P/N 2053-GMD



## OUR RANGE OF GRILAMID® PRODUCTS IS EXPANDING

HELLA has responded to market demand and has expanded the range of products offered with superior Grilamid® lenses.

# TECH FEEDBACK

You Ask. We Answer.

## 100% SEALED

We Find Out How

HELLA NEW ZEALAND lamps are glued together, rather than the quick plastic welding option. Welding is an economical choice due to time saving, however it produces heat which, when cooled, creates stress in the plastic. This is due to shrinkage which can lead to micro-cracking.



The lamp is then susceptible to chemical attack, enlarging the crack(s) and may lead to failure of the seal. HELLA's gluing process does not place any undue stress on the plastic material, therefore will remain sealed for many years.

Leak detection analysis is extensively undertaken at HELLA New Zealand during product development and production. It is conducted by introducing a tracer gas (5% hydrogen in nitrogen) at low pressure into the lamp and then using a hydrogen leak detector 'sniffer' probe to determine the presence of any leaks. This system is capable of detecting leaking hydrogen atoms to less than one part per million so our customers can be assured that HELLA New Zealand lamps are truly fully sealed.



Email: [techfeedback@hella.co.nz](mailto:techfeedback@hella.co.nz)



# DURALED® COMBINATION

With Integrated Reverse Function Now Simplifying Installation

HELLA LED technology illuminates the vast majority of New Zealand and Australia's commercial transport fleets and continues to raise the bar for safety, durability and efficiency.

Capitalising on the 2379 series success, HELLA has released a value loaded addition in the new DuraLed® Combi 2380 lamp. For the first time an LED reverse function is integrated into each lamp, easily simplifying installations and removing the expense of installing a separate reverse lamp.

Designed and manufactured in New Zealand, the new 2380 lamps offer proven HELLA LED Fit and Forget advantages. They are completely sealed, extremely robust and tested to harsh vibration, impact and shock loads. High impact acrylic housings will not fade, craze or become brittle under harsh UV and are highly resistant to chemical cleaners. Each 2380 is pre-wired with multi-core cable for reliable electrical connections.



P/N 2380

1. Reverse
2. LED Stop, Rear Position
3. Rear Direction Indicator



HELLA Dualvolt electronics provide reverse polarity and high transient spike protection for 12V and 24V systems, ensuring full brightness across long cable runs and lightning fast illumination for improved safety. Precision HELLA extra-wide angle optics offer further enhanced visibility to road users.

## FIT AND FORGET BY DESIGN

What this means for YOU



FIT AND FORGET BY DESIGN is not just a marketing slogan, it is a philosophy adopted by our design team in 1998 when HELLA New Zealand designed our first DuraLed® Signal Lamp for the commercial transport sector.

**TO CREATE** lamps that will function faultlessly for the vehicle life and beyond requires dedication to excellence and the most rigorous, verified test regime. Extensive consultation with our most discerning industry partners were conducted, followed by months of field tests before the first DuraLed® was ever sold to a customer.

Over the past 14 years the same team of dedicated perfectionists have continuously improved the latest designs from ongoing research and market experience.

Material selection, LEDs, optics, drive electronic, circuit protection, design of the sealing geometries, rigidity versus deliberate flexibility of the mounting system all work in harmony to create a product of truly lasting value and safe operation.

Fit and Forget by Design is your peace of mind of purchasing a product which is designed to stand the test of time, without compromise.

Martin Reinbach, Managing Director,  
HELLA-New Zealand Limited.



## COMET FF DRIVING LAMPS

New  
PRODUCT

More light, more visibility,  
more style!

Smooth lines and compelling functionality ideally combined in a fascinating new headlight series.

The new generation of HELLA auxiliary headlights is designed specifically for the style of modern vehicles. Using proven halogen technology, the new Free-Form reflectors deliver excellent lighting performance.

Whether off-road in the country or in the urban jungle, the new COMET FF driving lamps are the right choice in any environment and the perfect lighting solution for anyone looking for great visibility and good looks.

Comet FF 450

Comet FF 500

Comet FF 550



New  
PRODUCT

## HELLA SURFACE MOUNT SAFETY DAYLIGHTS™

**HIGHLY PRAISED** for their time saving and effortless mounting, HELLA 1009 LED Safety DayLights™ offer modern style and enhanced safety, with the practical benefits of fast and easy installation directly onto flat mounting surfaces. This is due to a thin low profile body of only 11mm.

Designed and manufactured in New Zealand, the new HELLA surface mount Safety DayLights™ are completely sealed from dirt and moisture and constructed from robust and highly UV resistant plastics that will not fade or yellow. Safety DayLights™ enhance the front end of vehicles with good looks and proven durability extending the HELLA Fit and Forget dedication to customers as an investment trusted for improved road safety without risk of product failure.

Precision lens and optic engineering combined with highly efficient LED technology provides market leading energy efficiency of less than 2 watts per lamp, vastly more efficient and clearly visible than running a vehicle with headlamps on during daylight hours.

ADR approved for New Zealand and Australia and backed by a 5 year warranty, installation is a straight forward surface mount secured by a mounting screw under each end cap. HELLA Safety DayLights™ are pre-wired to ensure reliable, sealed electrical connections.

The message is clear, **Be Safe, Be Seen**, specify HELLA Safety DayLights™

P/N 1009

Lamp dimensions are  
283mm long, 25mm high  
and only 11mm deep



## HELLA at Round the Bays 2012



(Top) HELLA participants in their specially designed HELLA Round The Bays t-shirts.  
(Right) Staff and family gather at the HELLA site, Glover Park.

**SUNDAY** March 18<sup>th</sup> was a great day. The ports of Auckland saw approximately 75 HELLA staff and family members participate in the 8.4km fun run for charity, along with an estimated 70,000 other participants. The weather was perfect – lightly cloudy with sunny breaks and a consistent warm breeze. HELLA staff finished with times varying from 35 minutes to over 2 hours, with HELLA managing director, Martin Reinbach, to greet them at the marquee, camera in hand. The proceeds of the entry fees went to the Kidz First Children's Hospital, Make-A-Wish Foundation, the Child Cancer Foundation, Garden to Table Trust, and Fairfax First Books.

## WIN Go in the draw and win this HELLA prize pack

Email your answer to the following question to [competition@hella.co.nz](mailto:competition@hella.co.nz)

**Question:** The DuraLed® Combination lamp has what new function?



Winner will be contacted 25th May 2012



## Brother Rally of Whangarei

### Another HELLA Bridge Success

**HELLA NEW ZEALAND**, long time sponsor of the Rally of Whangarei once again hosted the HELLA Bridge in 2012. This year's Rally, sponsored by Brother, now took place in late March/early April rather than in mid-winter.

From the discovery some 15 years ago of a spectacular jump over the railway bridge, HELLA has emblazoned the bridge in bright yellow banners, which has added to the whole atmosphere of the rally. The bridge has since been known as the HELLA Bridge and is now a landmark in the area. It marks the end of the stage, with one right hand corner to complete before crossing the finish line.

In previous years the HELLA Bridge has seen thousands of spectators, all competing for the best vantage point; to see the top rally cars leap up to 1m in the air showing how hard the driver is willing to push their vehicles in the pursuit of speed. Previously, the stage also hosted a train which stopped near the bridge bringing in hundreds of spectators. TV media and photographers are always there to capture the excitement. Coverage of the bridge is sent worldwide, once featuring on the front page of a Finnish newspaper.

"Since the rally returned to Whangarei in 2007, the HELLA Bridge has become a major spectator point, and HELLA decided to invite some of our best customers to join us and also partake in a hearty breakfast" says HELLA's Operational Manager of Sales, Craig Beavis.

Chris Atkinson took back to back victories with a 28.1 second winning margin over contender Per-Gunnar Anderson. Gaurav Gill was third overall. The Rally is the first round in the NZ Rally Championship, and has another 4 rounds over the next 6 months. For further information visit [www.rallywhangarei.co.nz](http://www.rallywhangarei.co.nz).



## Hella marine On the world's stage again



The HELLA marine team at the NZ Marine Export Showcase. Duncan Stirling, Jeremy Groux, Dominik Assig

HELLA marine displayed new LED lighting technology as part of the DHL Marine Export Show Case during the Auckland stopover for the Volvo Ocean Race. The ten day exhibition presented New Zealand's leading marine manufacturers to the high performance yacht racing world.



**Hella marine**  
Vision and Innovation



Suitable for interior or exterior installations, new EuroLED 115mm LED downlights provide a viable alternative to 20W incandescent lamps and offer substantial energy saving on board.

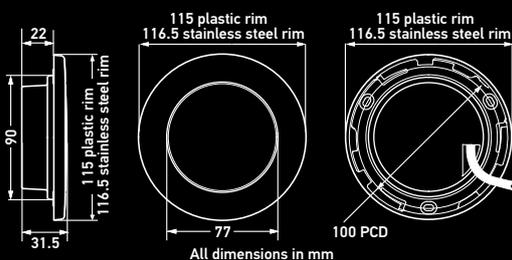
## New EuroLED 115 LED Downlights

With a low energy consumption of under 4.5W, these 115mm HELLA marine downlights offer considerable savings over 20W incandescents. Highly advanced optics deliver uniform light throughout the 54° beam angle.

Requiring no remote drivers or control wires, the pre-wired lamps are connected directly to 12 or 24V systems. Operating on 10-33V DC input voltage, the downlights can be controlled via PWM-based products such as the HELLA marine 2 Group Light Dimmer.

Integrated Multivolt™ electronics protect against reverse polarity, voltage spikes and low battery. With no bulbs or filaments to break, they're extremely shock and vibration resistant. Completely sealed against the elements, they also feature UV- and impact-resistant acrylic lenses.

HELLA marine EuroLED 115 downlights are available in white or warm white light models, with white plastic or highly polished 316 stainless steel rims. Recess mounting requires a cutout depth of 22mm with an optional spacer for surface mounting that includes a manual on/off switch.



## Clearance Special

Offer expires 30th June 2012



### LED Thin Light Special, reduced to clear!

HELLA marine surface mount Thin Light LED lamps are suitable for interior and exterior applications including storage lockers, under cabinetry, in cockpits or under gunnels. The lamp body has a low profile of 10mm and is completely sealed.

Housing Description	UV resistant, enhanced impact acrylic lens
Light Source	LED
Installation	Pre-wired with 600mm of twin core cable
Operating Voltage	12V or 24V DC
Power Consumption	<2W
Degree of Protection	IP 6K9K
Mounting	Surface mount

#### White Light LED Strip Lamps

Voltage	Part Number
12V	2JA 343 606-002
24V	2JA 343 606-012

#### Blue Light LED Strip Lamps

Voltage	Part Number
12V	2JA 343 606-202
24V	2JA 343 606-212

RRP was \$99.99

**SPECIAL  
CLEARANCE  
OFFER**

now \$ **58.00** + GST

Recommended prices only. Contact your distributor for special trade pricing.

### NEW!

HELLA marine launch innovative new website

**hellamarine.com**



HELLA marine have just launched a new website with enhanced features designed to help select the right lighting solution for your vessel.

Product pages are easily navigated and accessible from anywhere on the site. You can use drop down menus, additional filters within product categories to refine listed product or by using the search box and typing either part numbers, product names or key words.

Other new improvements include detailed descriptions of lamp functions and features as well as easily identifiable icons. Product pictures are larger and include various angles, suitable applications and retail packaging.

Catalogues can either be viewed on-line through an innovative virtual catalogue with scrolling pages or downloaded as a PDF and saved for later.

**LIGHTING DESIGNER** is a feature where viewers can choose either Trailer Boats, Motor Yachts or Sail Yachts and then select from various scenarios with different lighting options available. This is a great tool when looking for lighting solutions that may be available for your vessel.

The new 'Distributor' section also makes finding your nearest distributor a breeze. Either by scrolling around a map or selecting from Region, Country and Distributor Type options you can easily locate your nearest Marine Retailer or Wholesaler.

With an ever increasing range of LED lighting solutions, improved navigation and detailed information, [www.hellamarine.com](http://www.hellamarine.com) should be your one stop for all marine lighting enquiries.