

INSIDE: HELLA marine Asia Pacific & Middle East Sales Manager on Board



# HELLA New Zealand SPOTLIGHT

Bringing you the latest information from HELLA New Zealand

ISSUE #2 2012

HELLA VOTED  
**'OUTSTANDING'**

FOR CONTRIBUTION  
TO A GREENER  
ENVIRONMENT



Overseas vehicle shown

**EXCLUSIVE**

# NEW ISO 13207-1

To Standardise LED Signal Lamp Monitoring



**HILUX  
WORKHORSE**  
GETS THE HELLA  
TREATMENT



2012  
PHOTOS  
AND  
ROUND UP

**BROTHER RALLY OF NEW ZEALAND**



**EXCLUSIVE**



Overseas vehicle shown



## HELLA HCS PRODUCTS

### 2133-CS

EuroLED®  
Rear Direction  
Indicator Lamp



### 2151-HCS

DuraLed®  
Rear Direction  
Indicator Lamp



### 2379-CS

DuraLed®  
Combi Stop/  
Rear Position/  
Rear Direction  
Indicator Lamp



### 2146-HCS

LED Module  
Rear Direction  
Indicator Lamp



### 2131-CS

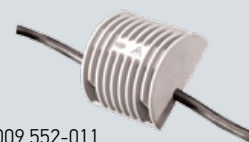
LED Front Direction  
Indicator/Position  
Lamp



3037/3038  
HCS Flasher Unit



5DS 009 602-001  
Cold Scan 24V



5DS 009 552-011  
HCS Control Units 24V

## NEW ISO 13207-1

# To Standardise Truck/Trailer LED Signal Function Compatibility

ISO 13207-1 WAS FORMULATED and agreed to by Europe's leading truck manufacturers. LED lighting will be standard equipment on future trucks and trailers and a standardised protocol to monitor the faultless functioning of the LED signal lighting is an important safety feature.

New models of future European trucks will incorporate Body Control Modules which will be based on this new unified standard. Body Control Modules such as Scania's new CUV2 body controller will be able to seamlessly monitor trailers equipped with standard bulbs as well as LED indicator lamps which are designed to the new standard.

### FUTURE PROOF YOUR TRAILER LIGHTING WITH HELLA HCS TECHNOLOGY

HELLA lamps which incorporate the HCS (HELLA Compatibility Solution) readily comply with ISO 13207-1. With a long tradition of leading innovation, HCS proves again that to partner with HELLA means your transport fleet can be equipped with the best practise safety lighting available.

### INNOVATIVE HCS TECHNOLOGY

The HCS innovation generates a pulse that simulates the current draw equivalent to an incandescent bulb. This allows the LED lamp to remain a very low power consumer whilst still being recognised similar to a 21 watt bulb for a very brief moment by the ISO 13207-1 compatible Body Control Module. HELLA New Zealand offers our most popular LED commercial trailer lighting fit for ISO 13207-1. Customers just need to specify the HELLA Part number with the -CS suffix.

### The opportunity for fleet owners and operators to future proof trailer lighting by specifying HELLA HCS products is available today.

Astute trailer builders are already planning ahead and installing HELLA HCS lamps, secure in the knowledge that trucks hauling these trailers in the near future will run Body Control Modules compatible with ISO 13207-1.





# HELLA Rides New River 'Green 50' List



HELLA New Zealand has been ranked 18th in a nationwide survey on business contributors to a greener environment. Strategic research company New River surveyed 320 companies across New Zealand, with the results forming the Green 50 List.

The Green 50 list is the first of its kind for this country and was developed from in-depth research of 320 companies across 54 sectors of the economy. Over 150 companies offering a product, service or technology to improve the environment were considered.

Top of the list is Chem Recovery, which recovers and recycles heavy metals to produce 99.9% pure re-usable metals; followed by Stonewood Homes, builder of a 7-star green building; and Reid Technology, a leader in solar power.

Key to HELLA's recognition is our commitment to design and manufacture long life, durable, lower power LED lighting products. The proven Fit and Forget LED durability of our products always make economic sense when true life cycle costs are considered.

For many years HELLA has even advocated the refurbishment and re use of DuraLed® trailer lamps from old to new trucks and trailers.

Low energy consumption products such as LED work lamps and LED Safety DayLights™ receive high praise for class leading energy efficiency, leading to lower CO<sub>2</sub> emissions of the vehicle. The ultra-low power consumption of HELLA LED Safety DayLights™ (<2W each) provide substantial fuel, and therefore CO<sub>2</sub>, savings compared to conventional headlamps used during daytime.

HELLA LED interior and exterior lighting ranges significantly reduce energy consumption in a myriad of Marine, Domestic and Automotive applications, compared to filament based lighting.



Example of a refurbished DuraLed® lamp.



Exterior LED Lighting



Interior LED Lighting

## COMMERCIAL FLEETS PUT ROAD SAFETY FIRST



**“SPECIFYING HELLA LED SAFETY DAYLIGHTS™ IS A NO-BRAINER.”**

Operating an ever expanding refrigerated freight business, Brausch Trucking Ltd pride themselves on cleanliness, customer service and safety on the roads.

Undisputed international research on the accident reduction benefits of daytime running lamps, plus HELLA's market leading Fit and Forget LED durability and energy efficiency means HELLA Safety DayLights™ are the trusted, 'no compromise' decision for Brausch Trucking.

**Glenn Brausch**  
Managing Director, Brausch Trucking Ltd



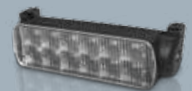
P/N 1009-24V



P/N 1008-24V



P/N 1007-24V



P/N 5617



P/N 5630-24V 15 Degree  
P/N 5631-24V 30 Degree

To view our full range of Safety DayLights™ visit [www.safetydaylights.com](http://www.safetydaylights.com)





# HILUX WORKHORSE

FARM OWNERS AND LOYAL CUSTOMERS  
CHOSE A RANGE OF HELLA PRODUCT  
FOR THEIR 2012 TOYOTA HILUX, TO  
STAND THE TEST OF TIME IN THE MOST  
UNFORGIVING WORK CONDITIONS.







**P**ositioned 2600 ft above sea level, 77 kilometres northwest of Gisborne on the North Island's East Coast, the Barclay family home, on the farm 'Tahora' is one of the highest dwellings in New Zealand.

The farm extends further above the house to 3000 ft to partially border the Urewera National Park. Tahora is a sheep and beef property running 500 stock units, covers 800 hectares and is a stunning example of high country New Zealand that receives the best and the worst of the areas rapidly changing weather.



The proud owner.

The Barclays depend on a variety of vehicles for their operation, both on and off highway. Working conditions can be rugged and unforgiving. Quality equipment that stands the test of time and can be relied upon year round is high on the priority list. Testament to this is a recent addition to the fleet, a new generation 2012 Toyota Hilux SR5 double cab ute, 3.0L diesel. This new Hilux turns heads thanks to special treatment from Richard Brooks and the team at Auckland Performance 4x4 Ltd, Papakura, South Auckland.

Loyal Hilux customers through and through, the Barclay's have operated various models of the legendary series over the past 30 years farming the property. Their latest addition has a custom flat deck designed, built and installed by Razorback decks in Whakatane to transport a sturdy stock crate and a variety of equipment and supplies, including the occasional quad bike. The Hilux also features a new model ARB delux replacement bull bar, side rails and steps, to both protect the bodywork when moving amongst stock and provide additional approach clearance when working low range on the steep farm terrain. Richard was consulted to supply and install this impressive piece of equipment, colour coded to match the bodywork in Toyota metallic silver.

A striking HELLA lighting package was also on the check list and the resulting system continues to receive favourable nods as it travels throughout the Bay of Plenty and East Coast.

Up front HELLA LED Safety DayLights™ were a top priority, particularly as they integrate so well with existing holes in the ARB bar. The specified products are a pair of HELLA 5617s, discreetly flush fitted into the steelwork to provide a remarkable increase in vehicle visibility on and off highway. Proven HELLA Rally 4000 compact driving lamps complete the look, mount securely to the ARB bar and provide much needed extra illumination power over the hundreds of kilometres of gravel road this vehicle sees every week. Bulb upgrades were also carried out by Auckland Performance 4x4, with high quality HELLA Xenon Ultra products fitted to the driving lamps and main headlamps.

Long term fans of the HELLA LED lighting seen on the majority of commercial vehicles, the Barclays requested the same visibility and style for their new Hilux. Richard recommended the brand new HELLA 2380 LED stop/tail/indicator/reverse modules as the idea enhancement. The Toyota's factory incandescent units were quickly discarded and the LED technology has transformed the rear end with modern and highly visible lighting.

**HELLA'S NEW 2380 COMBINATION REAR LAMPS ARE ABSOLUTELY IDEAL FOR UTES, SMALL TRUCKS AND VANS.**

"We can always count on HELLA's LED reliability and performance, also now thanks to the added reverse function, 2380s cover all bases in one purpose-designed package" commented Richard.

The Barclays could not be happier with their new Hilux and are highly complimentary of the equipment recommended, service and workmanship provided by Richard and the team. The Hilux has been requested as a showcase for several events since its completion in late 2011, however to date has been too busy serving its purpose, a tireless workhorse for the busy farming operation.

**HELLA PRODUCT**

DuraLed® Combination Lamp **P/N 2380**



Functions:

- 1. Reverse
- 2. Stop/Rear Position
- 3. Rear Direction Indicator

Made in New Zealand

LED Safety DayLights™ **P/N 5617**



Multivolt™

LED Energy Efficient  
Made in New Zealand

Rally 4000 Compact **P/N 1378**



High Boost Reflector  
Solid Metal Body

Xenon Ultra Bulbs **P/N YC1255XU**



Up to 50% More Illumination on the Road  
Brighter, Whiter

Supplied and Installed by:  
Auckland Performance 4x4 Ltd.  
ARB replacement bull bar, side rails and steps.  
Colour coded metallic silver.

## New PRODUCT



P/N 2380-DT DuraLed® Combination Lamp with DT Connector.

## DURALED® COMBINATION LAMP WITH DT CONNECTOR

### Stop/Rear Position/Rear Direction Indicator/Reversing Lamp with DT Connector

**THE RELEASE** of the new P/N 2380 with reverse function has been a huge success for HELLA. Following on from this success is a new variant, P/N 2380-DT which features an inbuilt 6 pole Deutsch (DT) socket.

This new feature allows easy fitment of the lamp to vehicles or quick replacement if the lamp is damaged, reducing down time. It also allows for fault diagnostics, as the connector can be tested independently of the lamp, instead of having to cut into sealed wiring looms. The new lamp is especially suited to production line manufacturing of trailers or motor bodies, as the wiring loom can be terminated with the DT plugs, and allows quick and easy connection of the lamp.



REAR VIEW  
6 Pole Deutsch Socket.



#### Functions

1. Reverse
2. Stop/Rear Position/Park
3. Rear Direction Indicator



## New PRODUCT LED SAFETY DAYLIGHTS™ FRONT POSITION RELAY

**THIS CONTROL UNIT** dims the output of selected HELLA LED Safety DayLights™ lamps to compliant front position lamps.

So instead of extinguishing the LED Safety DayLights™ when the headlamps are activated, the control unit reduces the voltage to the lamps and dims the light output to be ADR compliant front position lamps. One control unit is required for one pair of LED Safety DayLights™.



	9.5630.03	9.5630.04
Voltage	12V	24V
Suitable to use with P/N's	P/N 1009 P/N 5619 P/N 5630 P/N 5631	P/N 1009-24V P/N 5619-24V P/N 5630-24V P/N 5631-24V



(Above)  
The control unit reduces the voltage to the LED Safety DayLights™ and dims the light when the headlamps are switched on.

## New PRODUCT THE LUMINATOR AUXILIARY DRIVING LIGHT 100% LED TECHNOLOGY



COMING SOON



## Brother Rally of New Zealand 2012

THE WORLD RALLY Championship (WRC) visited New Zealand for its 500th rally at the Auckland Domain in June and once again HELLA supported this great event by sponsoring the famous HELLA Bridge. HELLA also provided hospitality for over 80 guests at the hospitality tent, positioned in a prime viewing position.

Interest in the rally was immense with spectators lining up for a great vantage point at the HELLA Bridge well over 2 hours before the start. The spectacular jump was witnessed

by well over a thousand spectators and dozens of media, providing pictures and TV that is broadcast around the world.

Eight-time world champions Sébastien Loeb and Daniel Elena won the Brother Rally of New Zealand after leading from the end of the first day. The honour of being the top New Zealander finishers went to Hayden Paddon and John Kennard, who also won the Super 2000 World Rally Championship by a margin of more than 33 minutes.



The famous HELLA Bridge



## 2012 Bus & Coach Association Conference

HELLA LIT UP Rotorua over 3 days in July at the annual Bus and Coach Association Conference. As a key supplier to the bus and coach industry this annual event proceeded to be another successful conference for HELLA.



## Congratulations to the WINNER of our HELLA prize pack!



(Top) Winner Ellie Barclay with HELLA Southland representative, Gerry Lake. (Right) Barclay Auto Electrical, Balclutha.



**CONGRATULATIONS** to the winner of Spotlight's very first competition in Issue 1, 2012. Ellie Barclay, of Barclay Auto Electrical was the lucky winner of a HELLA prize pack including a set of Safety DayLights™ from our highly popular range. Ellie and husband Alan have owned the business in Balclutha since 1995 when Alan took over the business. Ellie, who says the winning entry made her day, explains the drive behind her entry, "if you don't enter, you don't get a chance either!" Wise words.

Thank you to everyone who entered and keep a look out for more competitions and giveaways in future editions of Spotlight.



### Asia Pacific & Middle East Sales Manager on Board

**CHRIS MIDDLEWEEK** is a recent new addition to strengthen the team at HELLA marine headquarters in Auckland. Chris comes on board as Sales Manager for Asia Pacific and the Middle East.

A keen sailor with a passion for high performance multihulls, Chris is a marine electrical specialist with substantial OEM account experience under his belt. He has performed business development and sales management roles with New Zealand's BEP Marine for the past 10 plus years.

The shift to LED interior and exterior lighting places Chris at the forefront of an exciting period in illumination technology to educate customers, provide technical solutions and become a trusted partner for OEM builders and aftermarket customers.



### Sanctuary Cove 2012

HELLA marine exhibited during May's Sanctuary Cove boat show, Brisbane, Australia. The four day exhibition is the largest show of its type in the southern hemisphere and an annual opportunity to display products and technology to the boating public and industry professionals. Visitor numbers for 2012 were just over 37,000.

Other key exhibitions on the Australian calendar for HELLA marine include the Sydney, Melbourne, Brisbane and Mandura (Western Australia) boat shows.



### HELLA marine announce inaugural MIG 2012

HELLA marine and three other leading New Zealand marine electronics companies, Simrad, BEP Marine, and Fusion have joined forces to organise one day training and marketing seminars in Kaohsiung (Taiwan) and Zhuhai (China) during the week beginning 23rd of July under the banner of MIG - Marine Integration Group.

The technically focused events are targeted towards purchasing, design, engineering and electrical staff from each regions boat builders plus distributors and carry an overall theme of integration and problem solving.

Worldwide a growing number of large boat builders recommend and install Simrad electronics and BEP's Czone

digital switching to control HELLA marine LED lighting systems due to the reliability, compatibility in operation, monitoring and display technology, and technical support that each brand provides.

"The MIG seminars are a fantastic opportunity to network with our boat building customers, deepen our partnerships in LED lighting design and layout and for all participants to further their knowledge of the very latest in marine electrical systems given the technology and level of expertise on offer." Chris Middleweek, Sales Manager APAC & Middle East.



[www.facebook.com/Hellamarine](http://www.facebook.com/Hellamarine)



### Sea Hawk LED Floodlights Light up Matt Watson

Proud supplier to Matt Watson and the ITM fishing show.

**MATT AND THE CREW** specify the best gear when building a boat as they often find themselves filming in tough conditions where quality and reliability is essential. As a result their Stabicraft is outfitted with the best new HELLA marine LED products including Navigation lamps, Interior lamps, Courtesy lamps and Floodlights.

The lightweight, completely sealed and highly efficient LED Sea Hawk deck flood lights continue to go from strength to strength both locally and overseas. The range now occupies a top 10 category position amongst HELLA marine products worldwide.



Offering a class leading 240 lumens for less than 3 watts of power consumption and the HELLA marine Fit and Forget durability advantages, Sea Hawk lamps provide highly effective illumination on a variety of vessels, commercial and recreational. Attractive recess mount versions are a recent addition to the range for sealed, low profile LED lighting purpose designed into hard tops.

All Sea Hawk lamps carry CE approvals and use state-of-the-art circuitry to avoid any disturbance in communications and entertainment systems.