

Innovision 2018: automotive trends are changing wholesale distribution and workshop businesses

- **More than 800 participants from domestic and international aftermarket businesses got informed about automotive trends**
- **Premiere of diagnostic unit mega macs 77**
- **HELLA Academy Knowledge Workshop launched**

Ihringen, Germany, January 22, 2018. With Innovision 2018, an event specially created for domestic and international aftermarket taking place on January 15, lighting and electronics expert HELLA and the diagnostics specialist Hella Gutmann helped to prepare their trading partners for the change in mobility. Company experts informed the 800 trading partners from 24 countries about the technologies of tomorrow - with presentations and in the context of an exhibition on the topics of digitalization of lighting, automated driving and diagnostic solutions.

Alexander Bäßler, responsible for HELLA's Aftermarket Sales in Central and Northern Europe and Jürgen Hofmann, Head of Sales for the German-speaking markets at Hella Gutmann, directed the attention at the importance of the interaction of original equipment expertise and the targeted diagnostic on the independent aftermarket. A clear example of this are the to date almost 15 million HELLA radar sensors installed in vehicles worldwide and the associated diagnostic and calibration systems from Hella Gutmann.

Automated driving, digitalization & connectivity, efficiency & electronic mobility as well as individualization are the current trends in the automotive industry. "These developments also pose challenges to workshops and aftermarket partners since vehicles are becoming increasingly complex. This also makes a "Workshop 4.0" increasingly important, said Dr. Andreas Habeck, Head of Independent Aftermarket and Workshop Products at HELLA. "As trading partner and the Workshop's Friend, we

accompany our customers along the way and are continuously expanding our services into this direction."

One answer to the current challenges was provided by Hella Gutmann when premiering the new top diagnostic unit mega macs 77, the successor model to mega macs 66. Surpassing the mega macs 66's known strengths, like the real-time repair concept, the mega macs 77 boasts modern hardware and, already at its launch, novel features like automated sequences during electric measurements.

Workshops and commercial partners can find further answers in the newly created HELLA Academy Knowledge Workshop. It bundles under a single roof established and new training courses, seminars and specialist presentations concerning vehicle system diagnostics. Local events in the areas of lighting, electronics, thermal management, climate control and brakes will furthermore take place across Germany.

Note:

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PRESS RELEASE



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