



### **HELLA now offering starters and alternators as "New parts without deposit" and three-year warranty**

- **Used parts return scrapped for workshops**
- **3-year warranty for core-free aggregates**

**Lippstadt, October 4, 2017.** Defective alternators and starters are part of everyday workshop life. For repairing affected cars and returning them to the road as quickly as possible, lighting and electronics specialist HELLA is now offering "New parts without deposit" in its latest product portfolio. Workshops can thus do away with pricey and time-consuming used part returns. An additional advantage: all spare parts purchased as of October 1, 2017 come with a three-year warranty. The warranty is processed directly with the respective dealer.

The starter and alternator range of HELLA comprises more than 1,000 articles for 12 and 24 volts in passenger cars, commercial vehicles and special applications. All the spare parts have been tested by the HELLA Competence Center and meet the relevant technical specifications. Workshops furthermore receive the products at prices in line with market conditions -- this allows them making more attractive offers to their customers, e.g. for repairing older vehicles. All "New parts without deposit" are easily identifiable thanks to their clear labeling in the HELLA online catalog TecDoc and their standard packaging.

HELLA supports workshops during professional repairs not only with reliable products and simple processing. In the HELLA Tech World, the company furthermore makes available more than 1,500 vehicle-specific diagnosis and repair tips, assembly instructions, videos and online training courses. Independent workshops can also find here systematic sales support and a broad selection of different customer retention tools.

For more information on the "New parts without deposit" range and detailed warranty conditions for workshops, please visit [www.hella.com/startersalternators](http://www.hella.com/startersalternators).

# PRESS RELEASE



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**HELLA KGaA Hueck & Co., Lippstadt:** HELLA is a global, family-owned company, listed on the stock exchange, with around 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 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.

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