



## **Plastic Omnium and HELLA enter into strategic partnership**

**Cooperation promotes the innovative integration of lighting technologies into the vehicle exterior**

**Lippstadt/Paris, January 21, 2019.** The automotive suppliers HELLA and Plastic Omnium enter into a strategic cooperation. The focus of the non-exclusive cooperation will be on accelerating the holistic integration of lighting technologies into the vehicle exterior, especially for the front and rear areas. HELLA contributes its competence in automotive lighting technology to the collaboration, while Plastic Omnium brings in the expertise in plastics processing for exterior body parts. In this context, it is also planned to bundle corresponding development resources together at one site in Germany.

"Lighting is shaping the vehicle design more than ever. The demand for individualization and differentiation will continue to grow in the future. Additionally, lighting can also contribute to communication and safety in automated driving scenarios," said HELLA CEO Dr. Rolf Breidenbach. "By further deepening the collaboration with our long-standing partner Plastic Omnium, we will have additional opportunities to further drive these market trends and offer our customers new levels of freedom in terms of functionality and design."

"This new partnership between Plastic Omnium and HELLA will provide the market with combined technologies and solutions, bringing together the best of the know-how on both companies on new styling and advanced functionalities for the body exterior. This will enhance the offer towards our Customers in the fields of smart bumpers and tailgates, enriched with communication and lighting features," added Laurent Burelle, Chairman and CEO of Plastic Omnium.

HELLA and Plastic Omnium have been working together successfully for several years as part of the joint venture HBPO. The joint venture is a world market leader in the assembly and customer-specific supply of front-end modules. In the calendar year 2018, HBPO generated sales of € 2 billion.

# PRESS RELEASE



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**HELLA GmbH & Co. KGaA, Lippstadt:** HELLA is a global, family-owned company, listed on the stock exchange, with more than 40,000 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 more than 7,000 people working in research and development, HELLA is one of the most important innovation drivers on the market. Furthermore, with sales of € 7.1 billion in the fiscal year of 2017/2018, the HELLA Group is one of the top 40 automotive parts suppliers in the world and one of the 100 largest German industrial companies.

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