



HELLA Group, BAIC Motor and BHAP announce joint statement on technical cooperation

HELLA enhances further cooperation with BAIC after the Joint Venture with BHAP

Lippstadt, May 22, 2014. Today, **HELLA KGaA Hueck & Co. ("HELLA")**, **BAIC Motor Corporation Ltd. ("BAIC Motor")** and **Beijing HAINACHUAN Automotive Parts Co. Ltd. ("BHAP")** announced a joint statement on technical cooperation in Lippstadt, Germany. The companies agreed to mutually strengthen their collaboration in the pre-development of serial models in order to enhance competitive capability of BAIC Motor vehicles with individually designed components. Therefore, the cooperation will fully apply advanced expertise of HELLA lighting on BAIC Motor. **Mr. Buchheim** as the Management Board member of HELLA for China, **Mr. Xuebin Wu** as the President of Beijing Automotive Technology Center and **Mr. Xuejun Li** as the General Manager of BHAP signed the joint statement. HELLA Group CEO **Dr. Breidenbach** and BAIC Chairman **Mr. Heyi Xu** attended and witnessed this signing ceremony.

At present, HELLA supplies headlamps, rear lamps, fog lamps, CHMSL and other lighting products to BAIC. HELLA also provides a wide range of electronic products including vacuum pumps, accelerator pedals, IBS (intelligent battery sensor), keyless entry systems and headlamp cleaning systems. This fruitful business relationship provides a good basis to further strengthen the cooperation. Today's joint statement will play an important role by making good utilization of each party's advantage. In particular, with its rich experience regarding design and R&D of lighting, HELLA will provide a great support to BAIC pre-development.

"China is an important market for HELLA. For the purpose of local brand development, HELLA is continuously enhancing the cooperation with local customers and we are committed to provide high quality service." Mr. Buchheim as the Management Board Member of HELLA for China said. "This joint cooperation statement reflects the involved parties' intend to further intensify our cooperation. As a global innovation leader on

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lighting, HELLA strives to design and develop more lighting products of high quality for BAIC.”

“As one of the biggest independent brands of China, BAIC is always committing itself to establish a complete research and development system. The technical cooperation with advanced automotive parts enterprises like HELLA will be conducive to the establishment and perfection of the system.” Said Mr. Xuebin Wu, the President of Beijing Automotive Technology Center.

Also, Mr. Xuejun Li as the General Manager of BHAP delivered that, “Not long before, HELLA and BHAP founded the joint venture Beijing HELLA BHAP Automotive Lighting Co., and today we are here for the Joint Statement of Technical Cooperation, I believe such a cooperation will definitely further intensifies the good relationship among BAIC, BHAP and HELLA.”

Note:

This text and corresponding photo material can also be found in our press database at: www.hella-press.com

HELLA KGaA Hueck & Co., Lippstadt: HELLA is a global, independent, family-owned company with more than 29,000 employees at 100 locations in more than 35 countries. The HELLA Group develops and manufactures lighting and electronic components and systems for the automotive industry and also has one of the largest trade organizations for automotive parts, accessories, diagnosis, and services within Europe. In addition, complete vehicle modules, air-conditioning systems, and vehicle electrical systems are produced in joint venture companies. With more than 5,500 people working in research and development, HELLA is one of the most important innovation drivers on the market. In addition, with sales of 5.0 billion euros in fiscal year 2012/2013, the HELLA Group is one of the top 50 automotive parts suppliers in the world and one of the 100 largest German industrial companies.

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