



# Press release

23 October 2023

## Hella, a high-performance equipment manufacturer

In recent years, the equipment manufacturer has implemented an internal strategy to strengthen and federate its national and international teams around 4 major objectives:

- Develop HELLA's technological excellence and leadership in innovation.
- Be a leader in attractive markets.
- Maintain a stable and resilient business portfolio.
- Achieve the Group's strategic objectives.

From sharing technical knowledge, to sales promotions and communication campaigns, Hella France is committed to focusing on all aspects of its products' life cycles. In recent months, Hella France has rolled out successful sales promotion to its customers and brand awareness campaigns, particularly on social networks (Instagram, LinkedIn, Facebook).

### **A new communications strategy**

- This year, Hella is focusing on its communication strategy and surrounding itself with influencers.

Hella launched its new influencer strategy at the famous Nurburgring race, which covers a distance of just over 20km. To do this, Hella invited 9 customers to take laps around the track at speeds of over 280 km/h in a Ferrari 488 GT3 EVO equipped with Hella Pagid brake pads. On the social networking side, 2 influencers @Thegloveddriver and @levendeurautomobile also took part in the event, helping to raise the brand's profile by highlighting Hella Pagid products in their video (link: 280KM/H in a FERRARI 488 GT3 EVO at the NÜRBURGRING! - YouTube ). Their videos have had over 700,000 views.

- This autumn, starting in November, the equipment manufacturer will release a national communications campaign that will be active on social networks. The campaign aims to highlight :

1. Hella France team
2. Products
3. Hella's technical expertise and know-how
4. Present the independent aftermarket
5. The popularization of certain recurring terms in the independent aftermarket.



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"Today, the independent aftermarket is undergoing profound changes: the recomposition of customer cartographies, the evolution of the automotive market (ageing fleet, introduction of electric vehicles), the evolution of consumption (internet, social networks); it is therefore essential to develop multi-channel communication to stay in the race. Marketing isn't just animation and goodies, it's above all a well established strategy that positions the brand and its products in a changing world and in the face of competition", explains Latifa Sebbah, Product and Marketing Manager.

"At Hella, we have numerous product ranges, with significant range lengths, and this means communicating all new products to our distributor partners, but also to end users. Our core business has always been to offer to the independent aftermarket the innovations we develop with the original equipment manufacturers as quickly as possible. Under our Hella Gutmann brand, we also offer and develop new multi-brand diagnostic solutions for repairers. So we need to be precise, and develop our communications to make new technology solutions more widely throughout the distribution chain. We need to be the main partner for the in-depth transformation of the independent aftermarket, communicating our dual skills (parts technologies and diagnostics solutions). This, of course, means strengthening our awareness by developing effective multi-channel communications," concludes Catherine Neels, Sales and Marketing Director.