



Steffen Pietzonka

Hella see growing demand for LED rear lighting in North America. According to Steffen Pietzonka, vice president of marketing for Hella Lighting: "Customer demand for LED lighting has been much higher in technology-driven Europe than in the US, but we are seeing a growing interest in North America as well, especially in rear lighting."

Hella believe OEMs are focusing more and more attention on rear-end styling, where LEDs also offer clear advantages over incandescent bulbs. LED rear lamps today are said to be standard on most European luxury cars, whereas on smaller, less expensive car models LED treatments are offered in option packages to help distinguish a car line's sport, luxury or special-edition models.

Pietzonka predicted that LED rear-lighting sales in the NAFTA region will grow between 6% and 9% per year, saying: "Virtually every new mid-size and above new-vehicle programme planned for 2013 and beyond will offer LED rear-end lighting. Some automakers even are planning rear LED lighting for entry level cars."

Hella have developed new applications of LED technology to provide car makers with a variety of new rear styling options, including light-curtain, edge-light and glowing-body technologies. By illuminating specific shapes, these technologies contribute to the creation of brand-typical designs.

New LED applications also are being developed by Hella to enhance automotive-interior design as well as improve passenger comfort and safety. Pietzonka noted that a recent Hamburg University study commissioned by Hella showed that ambient interior light and colour can have a positive influence on drivers and passengers alike.