



PRESS RELEASE

HELLA PAGID Customer Experience at the Race Track

Peachtree City, GA., December 2, 2019. Since the beginning 2019, the brake specialist Hella Pagid has been main sponsor and supplier for Risi Competizione racing team for the TCR Americas Series. With up to 8 races, the team traveled across USA achieving the third place with its Alfa Romeo Giulietta during the 2019 season. An outstanding success!

As part of the marketing strategy in the North America region, Hella Pagid prepared a promotion oriented to the shops who service consumers throughout the US and Canada. More than 20 customers were sponsored to experience TCR America Grand finale in Las Vegas Race Motorway. As part of the experience, customers had the opportunity to meet Risi Competizione racing team crew and its driver James Walker.

As part of the surprise, customers had the experience to ride in a Ferrari 458 GT3 challenge car at Las Vegas Motor Speedway race track with the professional drivers Anthony Lazzaro and James Walker. "No more than satisfaction and excitement were expressed on the customers faces after riding at full speed the circuit" affirms Pablo Sanchez, Senior Marketing Manager at HELLA. "We are looking forward to repeat this promotion in the following year".

Hella Pagid will continue its association with Risi Competizione for the upcoming season 2020.

Please note:

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

HELLA GmbH & Co. KGaA, Lippstadt: HELLA is a global, family-owned company, listed on the stock exchange, with over 125 locations in some 35 countries. With sales of € 7.0 billion in the fiscal year 2018/2019 and 39,000 employees, HELLA is one of the leading automotive suppliers. HELLA specializes in innovative lighting systems and vehicle electronics and has been an important partner to the automotive industry and aftermarket for more than a century. Furthermore, in its Special Applications segment, HELLA develops, manufactures and sells lighting and electronic products for specialist vehicles.

For additional information please contact:

Dr. Markus Richter
Company spokesman



PRESS RELEASE

HELLA GmbH & Co. KGaA
Rixbecker Strasse 75
59552 Lippstadt
Germany
Phone: +49 (0)2941 38-7545
Fax: +49 (0)2941 38-477545
Markus.Richter@hella.com
www.hella.com

For Latin America, please contact:

Pablo Sánchez Segura
HELLA Automotive Sales, Inc.
Peachtree City, GA 30269
USA
Phone: +1 (770) 631-7517
Fax: +1 (770) 631-7574
Pablo.Sanchez@hella.com
www.hella.com