

QR-code



A stylized, light gray illustration of a hand holding a smartphone. The hand is positioned on the left side of the frame, with the thumb and index finger visible. The smartphone screen is on the right, displaying a QR code. The background is a solid light gray.

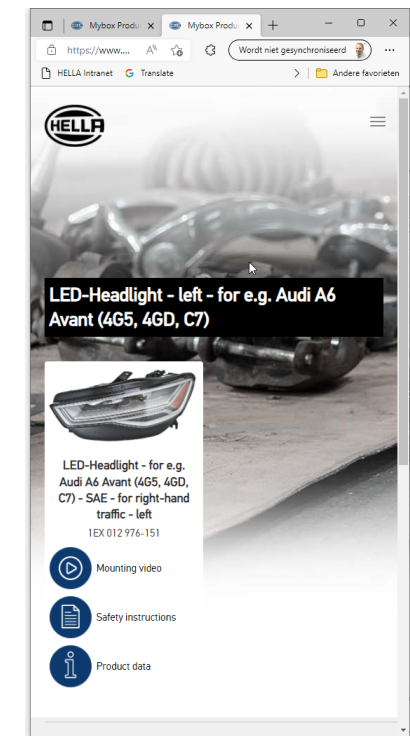
01.

QR-CODE ON PRODUCT PACKAGING



Landing page to offer the required information

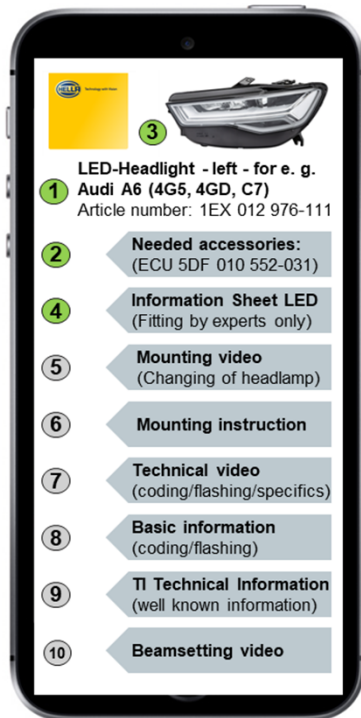
- Landing page designed by HELLA central marketing in cooperation with marketing-IT
- Required information directly accessible via the offered buttons
- Information offered on building block principle → additional information can be added on the go



Content creation

Offer relevant content as an added value for the independent workshop during or upfront the repair process of a LED headlamp

✓ Definition of content



QR-Code-Project: Sub project: Definition of content (PR1)			
Provide relevant content for the independent garage during or upfront the repair			
I) Define content Due date 10.11.2021 Done			
#	Kind of content	Exist this content already?	Where is the content stored?
1	Show existing information from TecDoc/ PIM. For instance main application, functions, etc.	Yes	
2	Show existing accessories/ spare parts for the headlamps	Partly	
3	Show existing picture(s)	Yes	
4	Show information sheet (PDF) "information sheet LED headlamp"	Yes	PDM
5	Mounting video (Changing of headlamp)	Partly	
6	Mounting instructions	Partly	
7	Technical video (Information about coding/ flashing/ vehicle specific information) What is needed for a proper working of the headlamp after installation.	Partly	
8	Information about coding/ flashing for the related car/ headlamp. What is needed for a proper working of the headlamp after installation.	No	
9	Technical Information (TI) as a simple pdf sheet to explain the special information of the headlamp (for instance MB W212, what is the meaning of the LED	No	
10	Beamsetting video	yes, but old	

✓ Definition of headlamps

- ✓ LED headlamps from Hella first
- ✓ Products in the best age for the IAM
- ✓ High global car parc
- ✓ High global turnover
- ✓ 12 interesting HELLA headlamps identified

			Hella = 1 p.		'13-'18 = 1 p.		> 1 Mio = 1 > 2 Mio = 2		> 0.1 Mio = 1 > 0.5 Mio = 2				
ID	Application	Differ.	Hella/		SOP		Global car		NPS 20/21		Σ	Prio	
			vers.	Zukau			parc	ex HCN,HSG					
1	HEADLAMP Audi A6 (4G2, 4G5, 4GH (C7) 09/14->	8	Hella	1	2014	1	1.576.700	1	520.196 €	2	5	A	
2	HEADLAMP Audi A6 AU58X 01/18->04/22	20	Hella	1	2018	1	2.254.371	2	7.124 €	1	5	A	
3	HEADLAMP BMW 3 (F30/F31/F35) Sedan, Touring 07/15->	10	Hella	1	2015	1	1.135.120	1	1.035.497 €	2	5	A	
4	HEADLAMP Mercedes-Benz E 200 - E 500 (E-Class, W/S	12	Hella	1	2013	1	1.299.168	1	766.488 €	2	5	A	
7	HEADLAMP VW Golf VII (5G1, BE1, BA5) 11/16->	18	Hella	1	2011	1	2.478.143	2	97.225 €	1	4	A	
9	HEADLAMP BMW 1 (F20, F21) 03/15->	8	Hella	1	2015	1	1.123.641	1	529.272 €	2	5	A	
10	HEADLAMP Mercedes-Benz E 200 - E 400 (E-Class, W/S 21	10	Hella	1	2016	1	1.119.879	1	406.739 €	1	4	A	
12	HEADLAMP BMW 5 (F10, F11) 07/13->	6	Hella	1	2013	1	1.108.996	1	110.993 €	1	4	A	
16	HEADLAMP MERCEDES-BENZ A-Class Limousine 2018	16	Hella	1	2018	1		1	100.983 €	1	4	A	
19	HEADLAMP Mercedes-Benz C-Class BR205 Mopf 06/18-	12	Hella	1	2018	1		1	113.553 €	1	4	A	
20	HEADLAMP MERCEDES-BENZ V-Klasse V520 MOPF 2014	20	Hella	1	2014	1	741.084	1	239.187 €	1	4	A	
26	HEADLAMP VW Polo IV (9N) 05/14->	8	Hella	1	2014	1	2.869.064	2		1	4	A	

Pilot project

Starting with 3 car models/ 24 part numbers

Mercedes Benz E-class (2013 – 2016)
12 p/n

Audi A3 (2012 – 2016)
4 p/n

Audi A6 (2014 – 2018)
8 p/n



Video - changing the headlamp

In this video we demonstrate the professional replacement of the LED headlamp.



Coding/ flashing process

In this video we demonstrate the coding/ flashing process of the headlamp resp. of the equipped electrical control units.



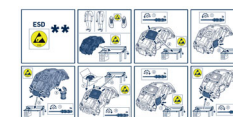
To be created

To be created



Mounting instructions

To be created



Near completion

To be created



General info

Read this before replacing the headlamp (Installation should only be carried out by trained, qualified personnel, etc.)



Link to Hella Aftermarket Catalogue

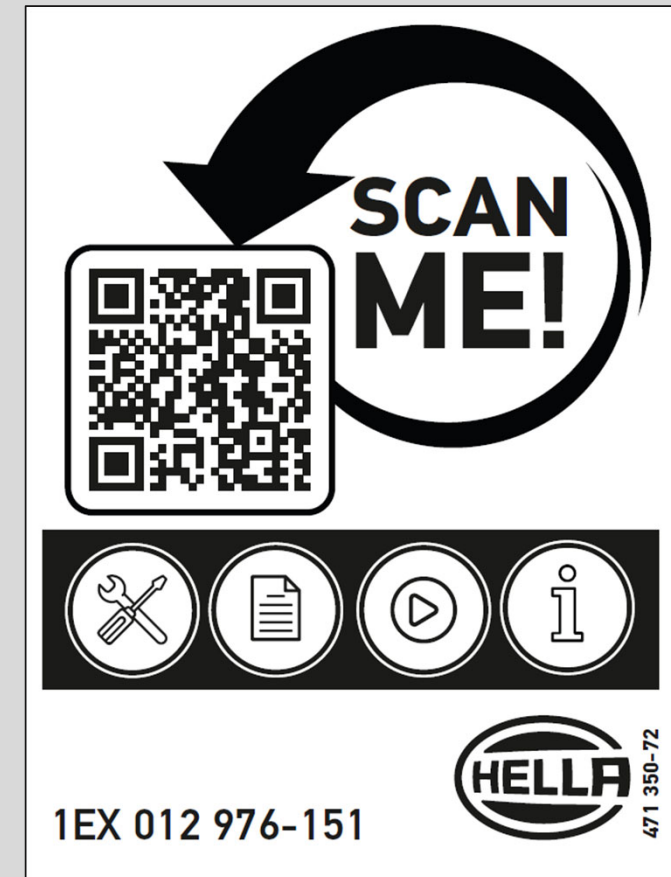
for further information (OE references, spare parts, accessories, etc.)

[https://cat.hella.com/opencat/public/opencat/\\$catalogue/2/\\$product/1EX%2B012%2B976-221/index.xhtml](https://cat.hella.com/opencat/public/opencat/$catalogue/2/$product/1EX%2B012%2B976-221/index.xhtml)

QR-Code

Technical information via product packaging

- **Offering relevant content as an added value for the independent workshop during or upfront the repair process of a LED headlamp**
 - Yellow label including QR code next to product label with the same dimensions
 - Product specific QR code
 - Provided information: Mounting instructions, mounting videos, information about coding and flashing, product data, etc.
 - Some content is only via QR code available
 - Test phase with 24 part numbers (3 car models) will start in April
 - Further products and product groups are planned



List of products with QR-label

Part number	Description
1EX 010 740-871	LED-Headlight - for e.g. Audi A3 (8V1, 8VK) - ECE/CCC - for right-hand traffic - left
1EX 010 740-881	LED-Headlight - for e.g. Audi A3 (8V1, 8VK) - ECE/CCC - for right-hand traffic - right
1LX 010 740-891	LED-Headlight - for e.g. Audi A3 (8V1, 8VK) - ECE - for left-hand traffic - left
1LX 010 740-901	LED-Headlight - for e.g. Audi A3 (8V1, 8VK) - ECE - for left-hand traffic - right
1EX 011 066-611	LED/Halogen-Headlight - for e.g. Mercedes-Benz E-Class (W212) - ECE - for right-hand traffic - left
1EX 011 066-621	LED/Halogen-Headlight - for e.g. Mercedes-Benz E-Class (W212) - ECE - for right-hand traffic - right
1LX 011 066-631	LED/Halogen-Headlight - for e.g. Mercedes-Benz E-Class (W212) - ECE - for left-hand traffic - left
1LX 011 066-641	LED/Halogen-Headlight - for e.g. Mercedes-Benz E-Class (W212) - ECE - for left-hand traffic - right
1EX 011 066-651	LED/Halogen-Headlight - for e.g. Mercedes-Benz E-Class (W212) - SAE - for right-hand traffic - left
1EX 011 066-661	LED/Halogen-Headlight - for e.g. Mercedes-Benz E-Class (W212) - SAE - for right-hand traffic - right
1EX 011 066-671	LED-Headlight - for e.g. Mercedes-Benz E-Class (W212) - ECE/CCC - for right-hand traffic - left
1EX 011 066-681	LED-Headlight - for e.g. Mercedes-Benz E-Class (W212) - ECE/CCC - for right-hand traffic - right
1LX 011 066-691	LED-Headlight - for e.g. Mercedes-Benz E-Class (W212) - ECE - for left-hand traffic - left
1LX 011 066-701	LED-Headlight - for e.g. Mercedes-Benz E-Class (W212) - ECE - for left-hand traffic - right
1EX 011 066-711	LED-Headlight - for e.g. Mercedes-Benz E-Class (W212) - SAE - for right-hand traffic - left
1EX 011 066-721	LED-Headlight - for e.g. Mercedes-Benz E-Class (W212) - SAE - for right-hand traffic - right
1EX 012 976-111	LED-Headlight - for e.g. Audi A6 Avant (4G5, 4GD, C7) - ECE/CCC - for right-hand traffic - left
1EX 012 976-121	LED-Headlight - for e.g. Audi A6 Avant (4G5, 4GD, C7) - ECE/CCC - for right-hand traffic - right
1LX 012 976-131	LED-Headlight - for e.g. Audi A6 Avant (4G5, 4GD, C7) - ECE - for left-hand traffic - left
1LX 012 976-141	LED-Headlight - for e.g. Audi A6 Avant (4G5, 4GD, C7) - ECE - for left-hand traffic - right
1EX 012 976-151	LED-Headlight - for e.g. Audi A6 Avant (4G5, 4GD, C7) - SAE - for right-hand traffic - left
1EX 012 976-161	LED-Headlight - for e.g. Audi A6 Avant (4G5, 4GD, C7) - SAE - for right-hand traffic - right
1EX 012 976-211	LED-Headlight - for e.g. Audi A6 Avant (4G5, 4GD, C7) - Matrix LED - ECE/CCC - for right-hand traffic - left
1EX 012 976-221	LED-Headlight - for e.g. Audi A6 Avant (4G5, 4GD, C7) - Matrix LED - ECE/CCC - for right-hand traffic - right

Next steps

- Current results on traffic very poor 😞
- Communication HTW planned
- New products with video's are planned with different label to be more obvious
- Marketingwise other ideas... You in S2?
Porposal for
(Information in Webkat on product level)
Promode free support from HGS if Max
Remote is nessecery (need to be agreed with
HGS) Who shall pay SC???



FORVIA

