LEDayFlex III: unlimited style

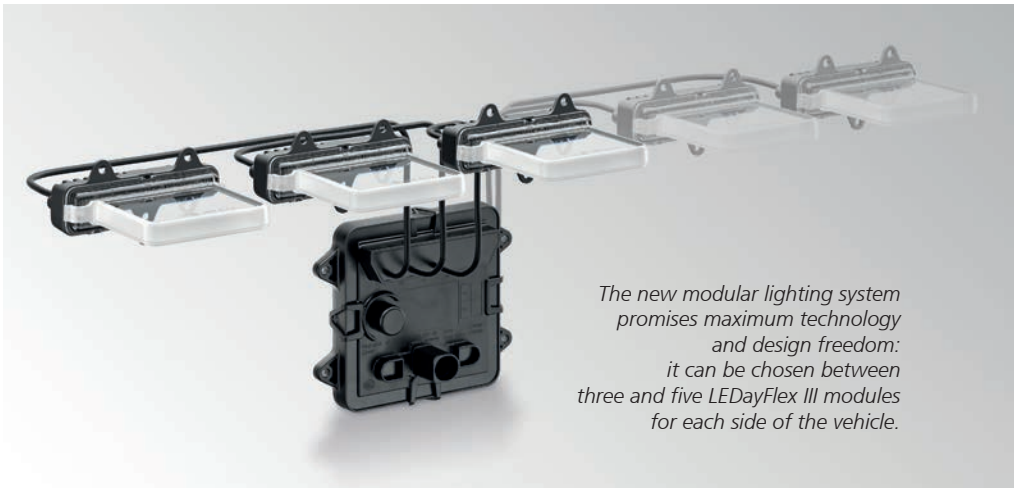
It is not only in the automotive sector that headlamps make a significant contribution to the design of the vehicle and shape the respective brand face on the road. The latest LED technologies and a striking appearance can also increase safety in road traffic. For this reason, the internationally positioned automotive supplier HELLA has developed the new LEDayFlex III combination lamp especially for motorhomes and other specialist customer groups

Words Peter Hirtschulz

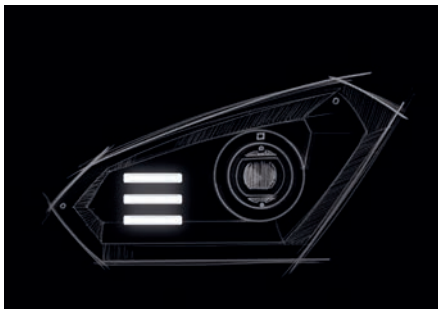
Aboutcamp BtoB had an interview with Johann Rudi, Global Product Manager Product Line Front Lighting at HELLA. He talks about what distinguishes the modular lighting system and how manufacturers of motorhomes can use it to create an individual lighting signature.

Aboutcamp BtoB: The LEDayFlex product family has been available from HELLA for more than 10 years. What makes LEDayFlex III stand out and why should manufacturers upgrade to the technology?
Johann Rudi: Even if the LEDayFlex III is based on the I. and II. generation, it is a completely new design, especially developed for modern vehicles. Following on from the second generation, it combines the LED light functions daytime running light, position light and now also direction indicator in one module. In general, the trend is to integrate all three functions in one product. We wanted to bring this feature to RV manufacturers as well. Another plus point of the new generation: the LEDayFlex III offers a state-of-the-art design that also reflects current trends in the automotive industry.

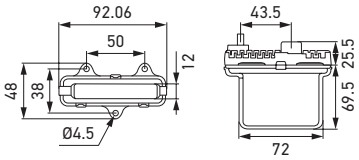
Aboutcamp BtoB: What is the special design highlight of this product?
Johann Rudi: The product was derived from the idea of being able to flexibly integrate floating light elements into a vehicle front, as seen in current passenger cars. With our innovative EdgeLight technology we were able to realize this vision. The light is transported and bundled through a light guide, creat-



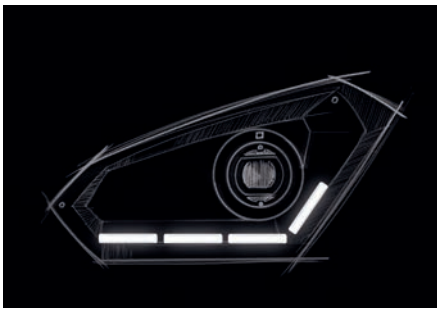
The new modular lighting system promises maximum technology and design freedom: it can be chosen between three and five LEDayFlex III modules for each side of the vehicle.

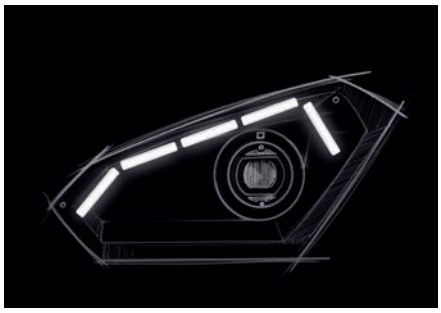


The new LEDayFlex III combination lamp was developed especially for universal front lighting

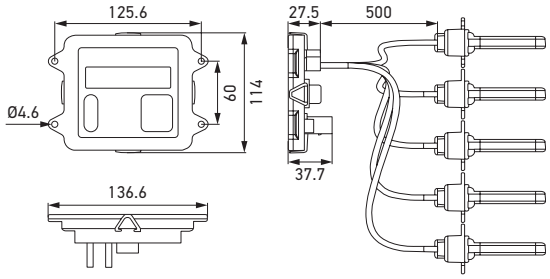


Dimensional sketches of the LEDayFlex III module





Individuality and creativity: the modules can be harmoniously integrated into any headlamp



Dimensional sketches of the control unit

ing a very homogeneous appearance. These Edge lights emerge through the front of the vehicle creating the special floating effect.

Aboutcamp BtoB: What attachment options are offered to vehicle manufacturers in terms of design?
Johann Rudi: Whether horizontally, vertically or diagonally - the modules can be flexibly aligned within the system limits. Due to a wide-ranging homologation, we offer a flexible product, which allows an individual appearance.

Aboutcamp BtoB: Are there really no limits to the arrangement of the modules?
Johann Rudi: We have developed a product which has the aim to realize most diverse design options through flexible arrangements. We must therefore always stay within these legal limits, especially since we have integrated the safety-critical direction indicator light function. We are happy to advise our customers on these issues and are able to validate their design in this respect.

Aboutcamp BtoB: In the automotive sector, dynamic direction indicators have already arrived as attractive features in the compact class. Does the LEDayFlex III also cover this function?
Johann Rudi: Yes, absolutely. On request, the direction indicator is also available with a dynamic wiping function. Initially, this is only provided for the equipment variant with four modules. In the long term, however, this will be extended to other possible combinations.

Aboutcamp BtoB: Can the LEDayFlex III be used in vehicles all over the world?
Johann Rudi: We are currently focusing on the European market with the ECE variant. SAE and CCC versions are also planned, but must meet the respective country-specific requirements.

Aboutcamp BtoB: Which headlamps can be combined with the LEDayFlex III?
Johann Rudi: The clear advantage of the new LEDayFlex III is that it can be combined with any HELLA headlamp module for high beam and low beam, for example with the modules from the 90 mm series. And right from the start: we also have some exciting new modules in development that will optimally complement the LEDayFlex III in the future in addition to our existing modules.

Aboutcamp BtoB: Can the LEDayFlex III be integrated into the normal chassis of the motorhome sector?
Johann Rudi: Thanks to their clear shape, the modules can be harmoniously integrated into any headlamp. This allows infinite scope for individuality and creativity. In addition, the LEDayFlex III is designed to be compatible with all standard chassis. However, we at HELLA are always on hand to provide our customers with advice and support during the integration process.
More info at www.hella.com/ledayflex3

Company Profile

HELLA GmbH & Co. KGaA, Lippstadt, is a global, family-owned company listed on the stock exchange, with over 125 locations in some 35 countries. With currency and portfolio-adjusted sales of € 6.5 billion in fiscal year 2020/2021 and more than 36,000 employees, HELLA is one of the world's leading automotive suppliers. HELLA specialises 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.

EdgeLight technology provides a clear signature thanks to the edge that radiates light