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Individualisation at the next level: FORVIA HELLA and Audi break new ground with digital headlamp concept for Q6 e-tron

- Digital daytime running light matrix gives end users the option of selecting their preferred digital light signature from up to eight preset designs
- The appearance of the Matrix LED headlamps can therefore be personalised to a high degree

The international automotive supplier FORVIA HELLA has developed a completely new headlamp concept for the Q6 e-tron in collaboration with the German premium manufacturer Audi. Its speciality: The front lighting not only realises adaptive lighting functions such as glare-free high beam. Above all, it has a digital daytime running light matrix that allows end users to select their preferred digital light signature for the daytime running light from up to eight preset designs. The appearance of the Matrix LED headlamps can therefore be personalised to a high degree.

“Audi and FORVIA HELLA are breaking new ground with the headlight concept for the Q6 e-tron. LED lighting signatures have long been indispensable for the characteristic, emotional design language of vehicles”, says Yves Andres, who is responsible for the global lighting business at FORVIA HELLA as a member of the Management Board. “However, with the concept that we have brought into series production together with Audi for the Q6 e-tron, we are now opening up new degrees of freedom for end consumers to help shape the appearance of the vehicle front.”

For the front lighting of the Q6 e-tron, FORVIA HELLA has developed a headlamp concept that visually divides the lighting elements into two areas based on the design of the bodywork. The lower area is primarily responsible for “seeing”: Matrix LED headlamps consisting of 14 LEDs realise glare-free high beam, i.e. driving with the high beam permanently switched on without dazzling oncoming traffic. The upper element, on the other hand, is used to display “being seen”, the digital daytime running lights with the associated design and customisation functions. Each headlamp has a digital daytime running light matrix consisting of 61 individually switchable segments, which create the customisable digital light signature of the Audi Q6 e-tron.

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The daytime running light designs created by the manufacturer, which also include specially customised Coming Home/Leaving Home scenes, can then be selected by the end user according to their own preferences via a software-based app or the fully electric SUV's Multi Media Interface (MMI).

The matrix LED headlamps are produced in the Czech Republic, and a local version for the Chinese market is also manufactured in China. Series development takes place in Germany and the Czech Republic.

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ABOUT FORVIA HELLA

FORVIA HELLA is a listed, internationally positioned automotive supplier. As a company of the FORVIA Group, FORVIA HELLA stands for high-performance lighting technology and vehicle electronics and, with the Lifecycle Solutions business group, also covers a broad service and product portfolio for the spare parts and workshop business as well as for manufacturers of special vehicles. With currently around 37,500 employees at over 125 locations, the company is active worldwide and generated adjusted sales of €8.1 billion in the 2023 financial year. www.hella.de

ABOUT FORVIA

FORVIA, the seventh largest supplier of automotive technology worldwide, combines the complementary technological and industrial strengths of Faurecia and HELLA. With around 260 industrial sites and 78 R&D centres, over 150,000 employees, including more than 15,000 R&D engineers, in over 40 countries, FORVIA offers a unique and comprehensive approach to the automotive challenges of today and tomorrow. FORVIA consists of six business groups and a strong portfolio of over 13,000 patents. FORVIA endeavours to become the preferred innovation and integration partner for automotive manufacturers worldwide. FORVIA sees itself as a pioneer of change that anticipates the transformation of mobility and turns it into reality. www.forvia.com