

Lippstadt (Germany)

26 June 2025

FORVIA HELLA advances the development of software-only products with newly established entity "Ignite by FORVIA HELLA"

- By the end of the year, "Ignite by FORVIA HELLA" is expected to employ a team of around 40 software experts
- The new entity is designed to rapidly and agilely drive the development of exclusively software-based business models
- Its focus is on developing both products closely linked to FORVIA HELLA's core business as well as on entirely new software-only products

The international automotive supplier FORVIA HELLA is intensifying its activities in the area of software-based business models and is advancing the development with a new company founded at the beginning of the year. HELLA Ignite GmbH ("Ignite by FORVIA HELLA") aims to accelerate the development of software-only products in a rapid and agile manner. In parallel with product development, Ignite by FORVIA HELLA is currently being gradually expanded; by the end of the year, the company is expected to consist of an internationally diverse team of around 40 software development experts.

"As it stands today, software has become indispensable for everyday mobility. It plays an essential role in driver assistance systems, comfort and safety features, in-vehicle entertainment, and vehicle connectivity. However, software will be even more vital for the mobility of the future, with the market expected to double over the next five years according to current estimates," says Kay Talmi, Managing Director of Ignite by FORVIA HELLA. "We are among the most renowned electronics suppliers worldwide and already integrate software functionalities into many products in which we are market leaders. Against this backdrop, it is logical and promising to strategically address the software market from this robust foundation, supported by a dedicated unit established for this purpose."

The main focus of development lies, on one hand, in software products that are closely

FOR MORE INFORMATION, PLEASE CONTACT

Daniel MORFELD
Group Press Officer
+49 (0) 2941 38 7566
daniel.morfeld@forvia.com

Nadine-Kristin REILMANN
Press Officer Automotive Technology
+49 (0) 172 14 834 89
nadine-kristin.reilmann@forvia.com

HELLA GmbH & Co. KGaA
Rixbecker Straße 75
59552 Lippstadt / Germany
www.hella.com

linked to the core businesses of FORVIA HELLA's three Business Groups — Lighting, Electronics, and Lifecycle Solutions. These include, on the one hand, business models in the field of lighting electronics or the processing and monetization of sensor data. On the other hand, Ignite by FORVIA HELLA is also working on entirely new software-only business models, such as the "Traffic Rules Engine" (TRE), which was introduced as a conceptual innovation at the Consumer Electronics Show (CES) 2024 in Las Vegas and has since undergone significant further development.

This software module, developed in close cooperation with TÜV Rheinland, monitors the compliance of automated vehicles (SAE Level 3 and higher) with applicable regulations, traffic laws, and case law based on sensor and map data. The solution is tailored to the specific country in which the automated vehicle will be deployed. Planned maneuvers are assessed for legal admissibility on the same basis. Should a deviation be detected, real-time feedback is provided to the vehicle control system. To ensure that the latest regulations of each country are always applied, the TRE can be continuously updated over-the-air.

The target is to integrate the TRE into a vehicle for the first time by year-end and to have TÜV Rheinland validate the software on a test track, using real-world traffic scenarios. The initial focus will be on highway driving, with vehicles classified under SAE Level 3 ("highly automated driving"), wherein certain tasks can be executed independently and without human intervention.

Note: This text and suitable images can also be found in our press database at: www.hella.com/press

ABOUT FORVIA HELLA

FORVIA HELLA is a listed international 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 36,500 employees at over 125 locations, the company is active worldwide and generated adjusted sales of €8.1 billion in the fiscal year 2024. **www.hella.com**

ABOUT FORVIA

FORVIA, the seventh largest supplier of automotive technology in the world, combines the complementary technological and industrial strengths of Faurecia and HELLA. With around 260 industrial sites and 78 R&D centers, 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 strives 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 makes it a reality. **www.forvia.com**