

Tolerance A/S becomes Hella Gutmann Solutions A/S

Viborg, Denmark, November 2014: As of November 1st 2014, Tolerance A/S will change its name to Hella Gutmann Solutions A/S. The transition is a result of a larger process in order to further strengthen the Parts, Tools and Service strategy of Hella KGaA Hueck & Co. Part of the process is the bundling of workshop competencies within the Hella Gutmann Group.

For almost 60 years Tolerance has been renowned for its production of repair- and maintenance data for European vehicles. In addition Tolerance has been the sales hub for Hella Gutmann diagnostic devices in Scandinavia for many years. In recent years, Tolerance has shown impressive double digit turnover growth rates. Becoming Hella Gutmann Solutions A/S will strengthen the current position of the company as producer of repair- and maintenance data and distributor of the expanding workshop equipment portfolio of Hella Gutmann in Scandinavia. According to Managing Director of Research & Development, Michael Pedersen, the internationalisation will benefit all customers, as an increased market share in Europe will enable us to invest in the production and development of data. This also reinforces the position of Hella Gutmann Solutions A/S as specialist of integrated data solutions within the Group.

“The new name is an essential element of our planned internationalisation process,” as Managing Director of Hella Gutmann Solutions A/S, Lars Thomsen, states. “So far, our primary activities have taken place in Scandinavia and especially in Denmark and Norway we have built a considerable market position”. The transformation to Hella Gutmann Solutions A/S will enable the company to approach opportunities towards larger customers across Europe through the already existing Hella and Hella Gutmann sales network. The change of name and the consolidation of companies under the same brand name will strengthen the Group’s competencies and benefit the entire Hella Gutmann Solutions brand.

The new name will be introduced at the FTZ fair November 5 and 6 in Odense, Denmark, where Hella Gutmann Solutions A/S will share a 90 m2 booth with its sister companies Hella A/S, Behr Hella Service and Hella Pagid Brake Systems. Hella Gutmann Solutions A/S will announce a series of new products at the fair, including the brand new mega macs 56 diagnostic device. The current data solutions from Tolerance will not be affected by the transformation, as most customers access their data using a branded wholesaler solution. These branded solutions will also continue.

The Hella Gutmann Group: The Holding goes back to a joint venture between HELLA KGaA Hueck & Co and the Gutmann Messtechnik GmbH in 2008. With it's central office in Ihringen/Breisach, Germany, The group holds a total of five companies including the german Hella Gutmann Solutions GmbH. The range of products includes data and software solutions, diagnostic devices, emission control, headlight setting, AC-service and a broad portfolio of workshop products as well as services and financial services. About 40,000 firms in 24 countries are working with Hella Gutmann Solutions devices including repair- and maintenance data by the danish Hella Gutmann Solutions A/S (former Tolerance A/S).

HELLA KGaA Hueck & Co., Lippstadt: HELLA is a globally organized, independent family company with more than 30,000 employees in over 100 locations in about 35 countries. The HELLA Group develops and produces components and systems for light technology and electronic systems required in the automotive sector and furthermore has one of Europe's largest trade organizations for automotive parts, accessories, diagnostics and services. In the Joint Venture, the company also develops complete vehicle modules, air conditioning systems and vehicle electrical systems. With more than 5,800 employees in the research and development sector, HELLA is one of the key innovation forces in the market. Moreover, with about 5.3 bn euros turnover in the accounting year 2013/2014, the HELLA Group is among the Top 50 of the worldwide automotive suppliers and it is one of the 100 biggest German industrial companies.

For additional information please contact:

Managing Director, Sales, Marketing & Economy, Lars Bertz Thomsen: +45 2428 2586

Managing Director, Research & Development, Michael Pedersen: +45 5151 9171

Sales & Marketing Coordinator, Dennis Gade: +45 2552 5418