



Sorensen Appointed to Hella Inc. Board of Directors

Automotive aftermarket lighting and component specialist Hella Inc., based in Atlanta, Ga., has named Soren Sorensen to its board of directors.

([PRWEB](#)) April 9, 2004 -- Automotive aftermarket lighting and component specialist Hella Inc., based in Atlanta, Ga., has named Soren Sorensen to its board of directors.

Sorensen, vice president of Special OEM Sales, has been involved with Hella products for more than 25 years and has led Hella Inc.'s sales efforts in a number of positions. He has served Hella Inc., the special OE and aftermarket unit of Hella North America, as a product manager, original equipment sales manager, and through 2001 as North American director of sales for Hella's seven aftermarket business units.

Before joining Hella, Sorensen was employed by A/S A. Falkenberg, Hella's sales company in Denmark. Upon his move to the U.S., he joined New York-based Racemark International, the exclusive importer for Hella products, where he held several key positions.

Sorensen is credited with the successful reorganization of Hella Inc.'s North American sales force, which resulted in improved market position and increased revenue.

Named young executive of the year in 1990 by the Specialty Equipment Market Association (SEMA), Sorensen is a member of the Society of Automotive Engineers (SAE) and the Heavy Duty Manufacturers Association.

With its North American headquarters for aftermarket sales in suburban Atlanta, Ga., Hella Inc., the aftermarket sales unit of Hella North America, is a leading supplier to the world's automotive, truck, marine, agricultural and construction original equipment manufacturers.

Lighting, electronics, complete vehicle modules, air conditioning systems, vehicle wiring systems and signal processing for the automobile industry, as well as automotive aftermarket components, are the core fields of competency for automotive supplier Hella KG Hueck & Co.

Headquartered in Lippstadt, Germany, Hella employs more than 22,800 people at 61 manufacturing facilities, production subsidiaries and joint-venture companies in 18 countries. More than 1,800 engineers and technicians work in research and development. All of the world's leading automobile and systems manufacturers are Hella customers, as well as the automotive components aftermarket.

Additional information is available on the Internet at www.hella.com.

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