



## **Virtually Through the Night with Hella's Light Driver 2.0**

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LIPPSTADT, Germany ([PRWEB](http://PRWEB)) December 18, 2004 -- Hella is introducing a new version of Light Driver a popular Internet-based automotive game that has recorded more than 50,000 downloads from 70 different countries over the past year.

The game features a virtual night drive during which players can experience various types of driving conditions using halogen, xenon and bend-lighting systems.

Hella's new Light Driver 2.0 has improved graphics, a bonus level and doubles the chances of winning prizes for all game participants. The game can be downloaded from the Internet at [www.lightdriver.com](http://www.lightdriver.com).

The multilingual Hella Light Driver website includes an international high-score listing of the game's top 500 players, a free download of Light Driver 2.0 and a matching PC screensaver. At the site, Hella also offers the latest information on its bend-lighting systems as well as its halogen, xenon and cornering lights.

Light Driver players have an opportunity to win a variety of prizes including trips, cash awards and Hella lighting products.

The aim of the game is to collect as many points as possible within 90 seconds by driving safely. The driver sets off into the night with halogen light. As the game progresses, players move up to xenon lighting at 3,000 points and reach bend lighting at 6,000 points. The improved lighting systems allow the player to recognize obstacles earlier and more easily. Skillful drivers also earn bonus points and time bonuses.

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 KGaA Hueck & Co. Sales for the Hella Group are approximately \$3 billion, placing Hella among Germany's top 100 industrial companies.

With its corporate headquarters in Lippstadt, Germany, the company employs nearly 24,000 people at 65 manufacturing facilities, production subsidiaries and joint-venture companies in 18 countries. More than 2,000 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 at [www.hella.com](http://www.hella.com).

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**Online Web 2.0 Version**

You can read the online version of this press release [here](#).