



Illuminated radiator grille from HELLA gives Sports Activity Coupé an unmistakable look

- **Kidney of the new BMW X6, typical of the brand, can be illuminated when car doors are opened or closed and while the car is being driven**
- **Lighting concept underlines rising customer demand for individualisation and unique position**

Lippstadt, 27 January 2020. The lighting and electronics expert HELLA has developed an illuminated radiator grille for the new BMW X6, a feature which highlights even more so the unmistakable appearance of the vehicle. The kidney of the new Sports Activity Coupé, which is typical of the BMW brand, can be illuminated according to the end customer's preference when opening and closing the vehicle, but also while driving. The illuminated radiator grille is available to customers as an optional extra under the name BMW "Iconic Glow"; the third generation of the BMW X6 has been available on the market since November 2019.

"The radiator grille of the BMW X6, accentuated with HELLA lighting technology, is both a central eye-catcher and an essential unique selling point," says Dr Frank Huber, member of the HELLA management board who is responsible for lighting activities worldwide. "Above all, this also enables us to serve the customer's requirement for individualisation and differentiation. Innovative solutions for car body lighting play a prominent role in this context as they contribute to giving vehicles a unique design."

HELLA has implemented the illuminated radiator grille as a large-scale integrated lighting concept so as to place the light modules in a limited space within a flat and narrow chrome ring. At the same time, the illumination had to comply with the legal requirements as it was to be approved as a position light together with the headlamps. For this purpose, a total of 14 LEDs are arranged in a narrow plastic frame manufactured in the shape of the BMW kidney in the upper area. These shine downwards through individually calculated free-form optics and thus generate a

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characteristic waterfall effect. An LED light guide is integrated in the lower part of the frame to provide ambient illumination for the side and lower part of the kidney.

In order to meet the requirements of this "Iconic Glow" kidney, HELLA has also put into practice new production technologies. As part of this process, a new connection technology was used for the first time to integrate and connect the individual LED circuit boards in the best possible way. In addition to the illuminated radiator grille, HELLA also supplies for the BMW X6 rear combination and interior lamps together with various electronic components including intelligent battery sensors and voltage converters.

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