

A series of emergency lights are shown against a dark background. At the top, there are two pairs of lights: one pair is blue and the other is red. Below them, two large, bright white lights are positioned horizontally, each with a prominent lens flare effect. The lights are arranged to suggest a police or emergency vehicle.

HERO

HELLA UNDERCOVER HIDEAWAY

HELLA Emergency Replacement Optics

INTRODUCING THE NEW

HERO

HELLA EMERGENCY REPLACEMENT OPTICS

HERO, The first patent pending undercover hideaway of its kind!

WHY? HERO inserts directly into the socket hole of the OE bulb. This means no more dismounting and drilling of the light chamber - say goodbye to long adhesive dry times - and it powers right from the socket, simplifying the wiring process.

HERO ELIMINATES THE PROBLEMS & RISKS ASSOCIATED WITH THE STANDARD CONCEALED LIGHTHEADS

- Time consuming install process (silicone needs to dry 24 hours before install)
- Room for failure even with experience installers
- Headlight damage during install causing an non-tight seal and leads to moisture buildup
- Unprofessional finished look
- OE Warranty claim issues
- Safety risk – lack of visibility of the OE indicator lights



NO DRILLING



NO SEALING



NO TROUBLE

HERO IS...

CLEAN

No drilling
or adhesive



SMART

No damage to
OE equipment



SAFE

Advanced override for
OE indicator function



COLORFUL

One lighthouse all
4 color choices



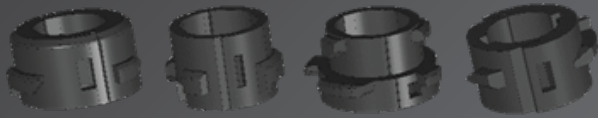
CONFIDENT

5 year warranty and
no hassle returns



HERO

HOW'S THAT POSSIBLE, **EVERY**
VEHICLE USES DIFFERENT
BULBS AND SOCKETS?



HELLA has designed HERO specific vehicle adapters to provide a smooth and tight fit for a variety of vehicles.

WHAT HAPPENS WITH
THE ORIGINAL BULB
FUNCTION?

HERO goes above and beyond the standard concealed lighthoods by also functioning as the original indicator light. The adapters position the lighthouse in the exact place of the original bulb which always ensures equal light distribution and good visibility.

HERO can be used in almost all modern US police cars. (Ford Explorer, Chevy Tahoe, F-150 and even the new 2020 Ford Interceptor Utility).

We developed a universal plug that inserts into the original bulb socket. HERO gets the impulse directly from the vehicle.

IT'S THAT EASY.



WHY STORE VARIOUS FLASHING COLORS? HERO CAN DO IT ALL.

Every HERO model is able to flash in all four warning colors - Red/Blue/Amber/White. So the same HERO lighthead can be used for police and security vehicles, ambulances, fire trucks, tow trucks, roadside assistance and construction vehicles.

HERO is designed for Stop, Tail, Turn and Reverse light applications and comes in three different indicator colors - White, Amber and Red.




Example: Use White for Reverse light chambers, Amber for Turn signals or Red behind Red Stop, Tail or Turn and Park lenses.











COST COMPARISON CHART

	Current	HERO
Labor costs per hour	\$60.00	
Average head/taillight demounting time	10 min	0
Drilling, vacuum, lighthouse fitting	30 min	0
Sealer application	20 min	0
Sync LED and connect to siren control/toggle switch	30 min	15 min
Total install time per lighthouse	90 min	15 min
Install cost	\$90.00	\$15.00
Sealer dry time to full cure	24 hrs	0
Material investment		
Avg cost of LED lighthouse	\$55.00	\$90.00
Install materials	\$10.00	0
Total Cost	\$155.00	\$105.00

LIGHTHEADS

	HELLA part number	Color
White Indicator (for Reverse lights)	358118101	
Amber Indicator (for Turn signal)	358118111	
Red Indicator (for Stop/Tail/Turn/Park lights)	358118121	

VEHICLE ADAPTERS

	HELLA part number	Design
HERO Adapter A1	358118301	
HERO Adapter A2	358118311	
HERO Adapter A3	358118321	
HERO Adapter A4	358118331	
HERO Adapter A5	358118341	
HERO Adapter A6	358118351	
HERO Adapter A7	358118391	
HERO Adapter A8	358118401	

VEHICLE APPLICATIONS

FORD

	Year	Position	Color	Lighthouse	Adapter
Explorer	2020	Rear Turn Light	Amber	358118111	358118341
	2020	Reverse Light	White	358118101	358118311
	2016-2019	Front Turn Light	Amber	358118111	358118321
	2016-2019	Brake Light (side chamber)	Amber	358118111	358118321
	2016-2019	Brake Light (top chamber)	White	358118101	358118321
F-150	2015-2018	Front Turn Light	Amber	358118111	358118311
	2015-2018	Brake Light (2 chamber)	White	358118101	358118331
	2015-2018	Reverse Light (2 chamber)	White	358118101	358118301
	2016-2020	Brake Light (3 chamber)	White	358118101	358118341
	2016-2020	Brake Light (3 chamber)	White	358118101	358118311
	2019-2020	Front Turn Light	Amber	358118111	358118351
F-250	2017-2020	Front Turn Light	Amber	358118111	358118341
	2017-2020	Rear Turn Light	Amber	358118111	358118351
	2017-2020	Reverse Light	White	358118101	358118351
	2017-2020	Brake Light (both chambers)	White	358118101	358118321
Escape	2020	Front Turn Light	Amber	358118111	358118351
	2020	Reverse Light	White	358118101	358118311
Expedition	2018-2020	Reverse Light	White	358118101	358118391

CHEVY

	Year	Position	Color	Lighthouse	Adapter
Tahoe	2015-2020	Front Turn Light	Amber	358118111	358118301*
	2020	Brake Light (both chambers)	White	358118101	358118311

*For ease of installation we recommend the Tahoe Adapter Cable 358118371.

HERO

For more information:



hero.usa@hella.com



1 (877) 224 3552

hellahd.com

201 Kelly Drive Peachtree City, Georgia 30269 USA. © Hella Automotive Sales, Inc. All Rights Reserved.