

Press Release

Novitá Technologies Acquires the Flasher Assets of Hella Electronics Corporation

FOR IMMEDIATE RELEASE

Thursday November 9, 2010—Hendersonville, TN: Novitá Technologies, Inc., a privately-held electronics manufacturer and supplier to the automotive industry has completed the purchase of the automotive flasher assets from Hella Electronics Corporation of Plymouth, MI, Novitá President Mike Incorvaia announced today.

Hella has chosen to divest itself of these flasher assets only in order to focus on its core automotive electronic products. With ongoing investment and growth in the product line, Novitá becomes the clear market leader in flasher products in North America. All of these new products are now manufactured and shipped from Novitá's facility in Middle Tennessee.

Incorvaia said the addition of the Hella line of flashers advances the market leadership position of their business significantly. "We are thrilled to add the former Hella flasher products to our portfolio and offer them to our customers," he said. "Novitá's new flasher technology brings additional customers to the company including passenger car platforms at Ford, Chrysler, and GM, as well as agricultural and heavy duty customers."

Novitá Technologies designs and manufactures flashers, LED lighting, and sensing technology for use in trucks and automobiles. The company's Tridon® line of flashers and lighting control modules leads the North American OE and replacement market, and its patented SideEyes® Object Detection technology enables drivers to see objects that don't appear in side-view mirrors.

Media Contact

Vicki Harris
615.866.7414
info@novitatech.com