



Atto® RB: 'Seeing red' right to the point!

Kellermann presents the possibly smallest rear and break light of the world

The Kellermann GmbH (www.kellermann-online.com), experts for premium motorcycle accessories from Aachen in Germany, presents with the Atto® RB probably the world's smallest street legal rear and break light for motorcycles.

The Atto® RB is the new kid on the block of the highly successful Atto® family by Kellermann. The Atto® and Atto® Dark before already defined a completely new category of indicators: sensorially small and spectacularly bright. The new rear and break light Atto® RB will be no different, but due to its dual function will take things even further.

Kellermann CEO Dr. Stefan Wöste: 'With the Atto® RB we take the saying 'to see red' right to the point, positive and in the truest sense of the word!'

The rear light of the Atto® RB with its intense red point has been installed on the tail of some selected custom bikes and successfully shown its star power. The indicator is showcased on the network bike 'fifty' by customizer Naumann & Co. in collaboration with The Jekill & Hyde Company GmbH (exhaust), SchrammWerk (paint) and Kellermann GmbH (indicators). The Atto® RB is also in action on the new showstopper 'SP2' by extreme customizer Engels Schmiede.

With the Atto® RB the tail of a bike can get a complete clean look and feel. Finished are the times of big red bricks and visually heavy tails, with the Atto® RB you really customize, to the point!

The break light of the Atto® RB warns with an intensity that is second to none in the market. It keeps the following traffic at a distance. Important is not the size, but the illuminating power. Therefore the Atto® RB is enhancing safety on the road, TÜV-certified of course, like all Kellermann products.

The research and development crew of Kellermann has done it again, with a clear focus on innovation. That is what Kellermann is about: Excellence in Form and Function – the best of both worlds! As in all Atto® series indicators the optimized light channeling is managed through a smart system on lenses and reflectors. This is a result of the EXtranz® - Extreme Optical Transparency and the amazing Kellermann HighPower LED technology.

The complete electronics of the Bullet Atto® are in the casing, this indicator can be plugged into the 12 volt net directly.

The Atto® RB can be ordered now for a price of 59.95 Euro and is read for delivery and in shops starting in mid-November. It will on display live and in action at the Custombike Show (www.custombike-show.com) December 1 to 3 in Bad Salzuflen at the stand of Kellermann (C30).

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Atto® RB overview:

- EXtranz® - Extreme Optical Transparency Technology
- Kellermann HighPower LED Technology
- Long Life Protection Guard®, IC operated, 330 kHz
- High quality metal housing
- Suitable for 12 volt DC applications
- With M5x0,5x6,5 fastening screw
- European design protection

Kellermann company profile:

The Kellermann company (www.kellermann-online.com) from Aachen, Germany, is a manufacturer of high quality motorcycle accessories. The company is one of the market leaders in the segment of high tech indicators for motorbikes. In the motor bike scene the noble products are true cult and only referred to as 'Kellermann's'. These indicators set trends in the market and open up a new world on how to personalize motorcycles. Kellermann delivers high tech without any compromise in an elegant and innovative design.

Kellermann GmbH

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