New: Kellermann BL 2000 now in chrome -

‘Good Design’ prize from the US for innovative design

Aachen xx.xx.2015 -The Kellermann company ([www.kellermann-online.com](file:///C:\Users\mf\AppData\Local\Microsoft\Windows\Temporary%20Internet%20Files\Content.Outlook\2ZJLVTWE\www.kellermann-online.com)) from Aachen in Germany has once again been awarded for its handlebar end indicator BL 2000 Dark. The revolutionary indicator received the prestigious ‘Good Design’ prize from the US. And the experts for high quality motorcycle accessories take it to the next level for the 2015 season and present the BL 2000 in chrome.

The Kellermann BL 2000 Dark created a buzz in the last years, first at trade shows and then in the market. The BL 2000 Dark is almost not visible at the End of the handlebar. But that changes if the indicator is activated and the Kellermann HighPower LED technology kicks in: Strong and clear light for more safety on the road.

Kellermann has received many awards in the past for the BL 2000. The most important one was the Red Dot Award in 2014. The jury searched for the best in international product design and again found it in the impressive Kellermann product portfolio.

And with the ‘Good Design Award’ a prestigious prize from the USA has been added. The Chicago Athenaeum Museum of Architecture and Design (www.chi-athenaeum.org) every year awards the most innovative and cutting-edge industrial, product, and graphic designs produced around the world. The winners will be part of the permanent exhibition at the Chicago Athenaeum and the BL 2000 Dark is now part of the line-up.

And Kellermann is taking it a step further for the upcoming 2015 season: A brand new and impressive version of the BL 2000 is ready to hit the market: After ‘Dark’ comes ‘Chrome’. With this new BL in chrome bikers can design the handlebar end of their bike in a new way and have a high performance indicator at the same time. For custom bikes, choppers, café racers and other chrome bikes the BL 2000 Chrome is a classy design option. And the BL 2000 chrome does not compromise on quality and strong light power – in line with all Kellermann products.

Kellermann BL 2000 – the small, but extremely strong and beautifully designed indicator at the End of the handlebar - in dark and now also in chrome.

**BL 2000 overview**

* Made in Germany
* ECE-tested for front
* Ring-shaped lens – spectacularly bright
* A turn indicator which is also an elegant complement to your handlebars
* Indicators visually merge into the bike when not in use
* Kellermann HighPower LED technology
* Long Life Protection Guard®, IC controlled, set at 330 kHz
* High quality metal casing
* Suitable for motorcycles with 12 volt electrical systems
* Available in black and chrome

**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 ‘Kellerman’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.