



Kellermann is strengthening its management:

Dr.-Ing. Stefan Wöste appointed as new managing director at the innovative Aachen company

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The Kellermann GmbH (www.kellermann-online.com), experts for premium motorcycle accessories from Aachen in Germany, has appointed a new managing director: Dr. Stefan Wöste will assist company founder and owner Guido Kellermann in the management board in order to drive forward the future development of the company.

The goal is to strengthen the development and sales of new products, something that made the company become one of the market leaders in the segment of LED indicators. "The move is coming at the right time", said Guido Kellermann, who has been the driving force behind the development of most of the innovative products in the past 25 years. But with increasing growth of the company the product designer also spend more time on leading and managing the company. In order to keep the innovative edge of the company, Guido Kellermann will once again focus more on the development of new products.

The new managing director Dr. Stefan Wöste will focus on running the operative business of the company, but also research & development and sales. Dr. Wöste holds a PHD in aerospace engineering and has more than 15 years of management and sales experience in a mayor company of the automotive supply industry. Dr. Wöste: "I am looking forward to this new challenge because Kellermann has a lot more potential!"

The customers of Kellermann are likely to benefit from the changes in the management as more new products will be introduced to the market very soon.

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.

Kellermann GmbH

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