



Kellermann with new premium dealer strategy

Indicators will be presented on displays live and in action at showrooms

The Kellermann GmbH (www.kellermann-online.com), experts for premium motorcycle accessories from Aachen in Germany, will start presenting their full range of indicators live and in action at new display terminals at premium dealers.

The new CEO of Kellermann, Dr. Stefan Wöste, highlighted the important role of the sales partners in the success of the company: 'Our dealers and sales partners have been vital contributors to the success of Kellermann in the last almost 30 years. That has made us become one of the market leaders in the segment of LED indicators.'

'Excellence in Form and Function' will more than ever before be the motto for the shapely design and technical innovation of the products of Kellermann. In sales and service Kellermann will put an even stronger emphasis on motivated and competent distribution partners. To reach that target the company will also use the internet and interactive communication platforms.

From April 2017 onwards the new website of Kellermann will offer a separate B2B dealer shop with new discount rates. Registered dealers can also be displayed on a geographical map and will be easily located by interested clients.

Kellermann will separate its partners into four segments: Dealers, Dealers + Workshop, Premium Dealers and Premium Dealers + Workshop. The two categories including Premium Dealers represent a completely new concept.

The Premium Dealers will not only benefit from further improved terms & conditions, but will also be able to showcase the Kellermann products live and in action with a newly developed display. Dr. Stefan Wöste: 'We know that our products are convincing clients especially with their brightness and brilliance, ideally installed on a motorcycle, but in a shop that is not always possible. This new display will showcase our products ideally and support the sales pitch in the best possible way!'

Dealers who want to work with Kellermann or upgrade to the new Premium Dealer level should register online at www.kellermann-online.com at the dealer shop and get in touch with Kellermann.

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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