

## **Kellermann again on 'Best Brands' podium - Thank you for your support!**

We have again claimed one of the top spots in the prestigious 'Best Brands' competition. For the ninth time the readers of Europe's biggest motorcycle magazine 'Motorrad' voted for their best brands. The ranking is one of the most important bench marks in Europe.

Already in 2013 we reached an impressive third spot in the competition. This year we did even better and came in on second place, leaving strong competition behind and just half a percent from winning the top spot. Since 2009 we are among the best brands, improving our position year on year. A clear indicator that our strategy works: creating products in line with strict German quality standards.

The 2014 ranking order in detail: Turatech (37.7 %), Kellermann (37.2 %), Rizoma (34.6 %), followed by other companies. Our good position is even more remarkable if compared to the higher marketing budgets of the competitors. Traditionally we let quality and design speak for our products.

### **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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