

## PRESS RELEASE

### **CARRERA Lifestyle for creative cooks and designer kitchens**

Ismaning February 2017: At IFA 2015, CARRERA made its debut as the new premium brand for electrical appliances in Germany's bathrooms. Just one year later, CARRERA has 34 Plus X Awards and the title 'Most Innovative Brand 2016' under its belt – and is ready to race in kitchens too.

Like all CARRERA products, the new kitchen series is designed in Germany and combines high quality, high performance and ease of use. It is inspired by the same values as the original Carrera sports car race, and transfers them to the products' materials and performance using a strict design philosophy.

The series is being launched with four kitchen appliances, all in high quality packaging: Blender with automatic cooking function №655, Quartz Toaster №552 with digital control, Water Kettle №551 with precision temperature settings, and Stick Blender №554 with adjustable speed settings.

Many of today's electrical appliances are increasingly complicated and are designed for a wide range of nutrition styles. Yet often, manufacturers literally leave customers to their own devices – especially after they buy. What's really healthy to eat and will boost my performance? How do I prepare food without losing vitamins? Which tool is best for my powerfood? What can it actually do – and how do I set the timer?

This is where CARRERA breaks new ground with a comprehensive service pack for customers. There are specially developed powerfood recipes when you need some inspiration, and even a Powerfood-Expert who offers tips and tricks by email or phone (and can also tell you how to use your appliance properly).

Why is CARRERA offering premium service? "Direct dialogue with customers is important for us" explains CMO Bastian Kühl. "It's the only way to create a real bond with customers and earn their trust in our competence. Also, it's important to learn from our customers' experience and to get their feedback directly with no holds barred."

CARRERA kitchen products are for consumers who demand aesthetics and quality, and are rediscovering the pleasures of cooking and healthy, creative

cuisine. CARRERA offers the compact, powerful and stylish tools they need to try out their own ideas.

For the first time, CARRERA will be at this year's Ambiente (Hall 3.0 /C75) to present its new kitchen series. There will also be prototypes of upcoming kitchen appliances from the pipeline of the brand with auto racing in its DNA.

**About CARRERA:**

The CARRERA brand is powered by Aquarius Deutschland GmbH, an international company based in Ismaning, near Munich (Germany). At four company sites (Ismaning, Dusseldorf, Hong Kong and Shenzhen), around 90 employees control the entire market process for electrical appliances in the 'white goods' segment. This includes product design & development, certification & production, sales & service and marketing & communication. On top of brand building and product development for the in-house CARRERA brand, Aquarius also produces more than a million own-brand products per year, supplies retailers throughout Germany and operates in over 14 countries worldwide.

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For more information, or to arrange a personal appointment at Ambiente Hall 3 Booth C75, please contact:

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For images and product information, visit

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