

Press release Calendar Week 23/I

Flexibility and versatility in increasing demand Rameder is aware of current trends and statistics in the towbar sector

Whether on vacation or business, towbars are indispensable for many car and van drivers. The solid hooks provide more flexibility and additional transport capacity. For example, with an easy to load bike carrier or a versatile trailer. Europe's leader in towbars and automotive transportation solutions, **Rameder**, is aware of the existing products on the market and current trends in the industry. Especially flexible solutions in the form of detachable towbars are increasingly in demand and have to-date a significant and growing market share.

The experts at **Rameder** see as one of the reasons for this not only their better look but also the more and more used reversing sensors on modern vehicles: "The ball head of a towbar can partially limit the function of the parking aid. That's why we recommend using a detachable towbar, whenever possible." In particular, drivers who use the towbars irregularly are on the safe side. Meanwhile, 55% of the towbars sold by **Rameder** through its online shop www.rameder.eu, and via its workshops and other distribution channels are the detachable type, and the trend is going upward.

Often the flexible models are combined with the popular bike carriers for the towbar. These make optimal use of the wind shadow of the vehicle and can be easily loaded because of the low mounting height. Especially for heavy e-bikes, this is a definite advantage. The enormous popularity of bicycle carriers also ensures ever-increasing demand of the 13-pin electrical sets, which have in the meantime at **Rameder** a market share of 80%. The simpler and only a few euro cheaper 7-pin connectors are not enough for them, and even for modern trailers with complex electrics, the 13-pin electrical sets are a better choice.

Concerning the electrical kits, **Rameder** observes yet another development trend: To be able to guarantee the full range of functions, they must be "unlocked" for many modern vehicles, i.e. they must be integrated into the vehicle's electrical system. As the largest supplier of towbars in Europe, **Rameder** is the perfect partner for all questions. Thus, your vehicle is perfectly equipped for future transport tasks and provides the highest possible safety on the road.

Different towbars, electrical kits and bike carriers are offered in the online shop by **Rameder**, available at www.rameder.eu.

Please do also visit us on Facebook at www.facebook.com/rameder.de

... or on Google+: plus.google.com/s/Rameder

Press contact: **Rameder**; Jens Waldmann, Am Eichberg Flauer 1; D-07338 Leutenberg OT Munschwitz; Phone: +49-36734/35-750; Fax: +49-36734/35-753; Email: j.waldmann@kupplung.de

Press contact: **IKmedia GmbH**; Oliver Schielein; Andreas Hempfling; Friedenstraße 33; D-90571 Schwaig b. Nürnberg; Phone: +49-911/570320-16; Fax: +49-911/570320-69; Email: ah@ikmedia.de