

# Kellermann Bullet 1000

„Best of the Best“

## Red Dot award just ahead of sales start

30. March 2015 - Just ahead of the sales start in May the brand new Bullet 1000 indicator from Kellermann GmbH, Germany ([www.kellermann-online.com](http://www.kellermann-online.com)) is receiving first awards: Now the Bullet 1000 has been awarded the Red Dot Award 2015 ([www.red-dot.de](http://www.red-dot.de)) with the highest ranking 'Best of the best'. The award is seen in the industry as the ultimate recognition for successful product design.

Kellermann launched the unique LED indicator last autumn at the Intermot in Cologne, the biggest motorcycle show in the world. The experts for high quality motorcycle accessories have created an amazing synthesis, guided by the motto: 'Classic meets Hightech': An indicator in the classic bullet shape, equipped with modern LED technology and many additional functions.

The classic Bullet shape received a fresh interpretation by Kellermann. A real highlight is the new developed light technology (Kellermann-HPT), which allows a continuous ring shaped light. The overall design is creative combination of shape and light. The high quality metal casing with a maximum diameter of 39 millimeter is the icing on the cake of any ambitious bike design.

The amazing Bullet 1000 also convinced the top-class jury of the Red Dot Award. The international design experts awarded the Bullet 1000 with 'Red Dot: Best of the Best' for the highest design quality and defining design composition. Only 1.6 percent of all products in the competition received this award.

The Bullet 1000 is available in three versions:

Extreme indicator, indicator with yellow position light and indicator with break and rear light.

The Bullet will be available in May for prices from 89.95 to 99.95 Euro.

Kellermann is accepting pre-orders, a few thousand clients worldwide have already ordered the Bullet. Delivery will start in May, due to the high demand new orders might have to face delayed deliveries.

Classic meets Hightech: Kellermann Bullet 1000.

### **Kellermann company profile:**

The Kellermann company ([www.kellermann-online.com](http://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.