

**Multi-award-winning CARRERA brand brings lifestyle to bathrooms and kitchens.**

CARRERA first presented its all-new range of compact electrical appliances for the Personal Care segment at the international trade show IFA 2015. With a new design and leading edge technology, the premium brand pays homage to its race-car roots and the 1950s Carrera Panamerica, while putting a new face to the legend: back then, the only way to win the perilous race was by giving it everything you had. The brand began in German bathrooms before entering the race in the Kitchen segment too in 2016.

With their technical associations and high quality materials and design elements, the CARRERA product ranges follow a consistent 'Designed in Germany' concept. The brand appeals to men and women alike who want to try something new and express their individuality, and who also value good looks.

The consistent design concept extends right through to the packaging, which makes unboxing a pleasure even when it's not a special occasion.

This makes CARRERA the first manufacturer to use a totally consistent design language across all its products – and turns practical household appliances into lifestyle items you no longer have to hide in a drawer.

Whether in the kitchen or bathroom, CARRERA empowers users' creativity with appliances that stick to their core function, are easy to use and come with an extra serving of power that adds value every time you use them.

Shortly after the brand launch, this unique concept won over the jury of the renowned Plus X Awards, who gave CARRERA 34 Awards and the Title 'Most Innovative Brand 2016' in the category 'Small Electrical Appliances'. Four tools also received a 'Product of the Year' award.

**About CARRERA:**

The CARRERA brand belongs to Aquarius Deutschland GmbH, an international company headquartered in Ismaning, near Munich. The sales and marketing company was founded in 2012 and employs about 80 people at four facilities (Ismaning, Düsseldorf, Hong Kong and Shenzhen). Together, they handle the entire market process for 'white goods' electrical appliances. Their responsibilities include project management, product design, development, sourcing, production, certification, quality assurance, brand building, sales consulting and service. In addition to rebuilding and product design activities for the in-house CARRERA brand, Aquarius also produces and supplies goods under private labels for numerous well-known retail chains in the drugstore, discount, food retail and DIY segments.

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For images and product information, visit:

<https://www.carrera.de/en/press.html>