

PRESS RELEASE

CARRERA Lifestyle for kitchen and bathroom

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 started to race in kitchens too and drew a resoundingly victorious conclusion by 34 Plus X Awards and the title 'Most Innovative Brand 2016' under its belt.

Both CARRERA product families were designed in Germany and are characterized by their high quality, high performance and ease of use. Every appliance is inspired by the same values as the original Carrera sports car race. These are transferred to the products' materials and performance using a strict design philosophy. The brand got off the starting line two years ago with high-power styling and grooming tools for the bathroom.

CARRERA is sticking firmly to the fast lane with the new kitchen range. Despite the wide choice of electrical appliances on the market, many basic questions on healthy eating or tool features remain unanswered. 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? In order to take the lead with its service as well as its products, CARRERA offers, as the only German manufacturer, a Hotline that answers all these questions and more besides, with the aid of a nutrition expert.

Carrera takes a different line – with a comprehensive hotline service

that boosts customer loyalty and complements the online magazine and its recipes.

Why does CARRERA offer premium service? "Direct dialogue with customers is important for us" explains CMO Bastian Kühn. "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 products and Powerfood recipes are for people who are rediscovering the pleasures of creative cooking. Its target audience: consumers who want compact, powerful and stylish tools that will enable them to experiment – not just prepare traditional dishes at the push of a button.

The current series comprises eleven styling and grooming tools and four kitchen appliances, all in high quality packaging.

At IFA 2017, CARRERA will be launched with new ideas and tools. In the focus of the kitchen the team is currently developing, among other things, a Vacuum function for the CARRERA Blender No655. According to Powerfood: thus vitamins are not left behind.

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.

As the owner of Aquarius Deutschland GmbH, Mr Duffy is responsible for advising the company in legal matters. Mr Duffy is a globally active partner with broad, deep experience in international commerce.

In August 2014, the Aquarius GmbH management team welcomed Dirk Hagen Zimmermann, Michael Rotthaus and Bastian Kühl as new associates in charge of product development, sales and marketing respectively.

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For images and product information, visit:

<https://www.carrera.de/de/presse.html>