

PRESS RELEASE

CARRERA Lifestyle for the Kitchen and Bathroom

Ismaning 2017: At IFA 2015, CARRERA presented itself as the new premium brand for bathroom electrical appliances in Germany. Just one year later, CARRERA joined the race in the kitchen segment too, with impressive results. In the same year, the brand won 34 Plus X awards across all products and was named 'Most Innovative Brand 2016'.

With the Kitchen range, CARRERA uses the overarching theme of Powerfoods to challenge amateur chefs who over-season natural ingredients for no reason, then spend hours preparing them. "Food is energy first and foremost" explains Bastian Kühl, partner and brand manager at CARRERA. "We want to show that you can make delicious, healthy food – and our CARRERA kitchen products – part of your day without effort, complicated recipes or food trends. We're paring nutrition and food preparation back down to the essentials and core tasks. That way, appliances and ingredients can deliver optimal taste and optimal performance."

With its entire Kitchen range and Full Service offering, CARRERA remains firmly in the fast lane and stands out against the mass of kitchen appliances currently on sale. Until now, buying an appliance did not automatically lead to healthy cooking because answers to basic questions on how to use it, or on food in general, went unanswered. With its blender, CARRERA combines an appliance that can blend, crush, cook and steam with a German brand exclusive: a Powerfood hotline that gives you all the answers. So for customers, information on power-packed foodstuffs and the best way to preserve their energy content during cooking is now included in the purchase price. CARRERA is bringing back the pleasures of healthy, creative yet simple cooking and exploring the art of getting back to basics such as original flavours and nutrients. Instead of being over-seasoned and cooked for hours, food is now prepared gently, simply and fast, with all the natural flavours intact. New recipes and fresh inspiration are delivered free of charge in the online magazine.

Asked about the move to Full Service, Bastian Kühl says the direct dialogue with customers via the Powerfood Experts is really important. "It's the only way to build real customer loyalty and earn their trust in our competence."

CARRERA

Both CARRERA product families – Grooming and Kitchen – were designed in Germany and are defined by their high quality, high performance and ease of operation. All appliances are inspired by the original namegiver CARRERA and its sports car racing values. Using a rigorous design approach, these values have been transferred to the products' materials and performance.

CARRERA is the first manufacturer with a completely consistent design language across all products. This transforms practical household appliances into lifestyle articles you don't need to hide in a drawer. The CARRERA target audience are lifestyle oriented, creative and value-conscious. They value individuality, and choose to stand out from the norm.

CARRERA currently offers eleven styling and grooming products, plus four tools for the kitchen – all packaged in line with a consistent concept that is designed to signal quality.

With fresh ideas and new appliances, CARRERA is raring to go at IFA 2017 (Hall 5.1 Booth 109). Current projects in the Kitchen segment include a groundbreaking modular attachment for CARRERA Blender No655. The new vacuum unit will round off an appliance that already combines the benefits of a counter-top blender and a soupmaker with a steamer mode. It's a logical development that will ensure no vitamins get left behind.

CARRERA will also be unveiling its new face cleaning brush, which includes a makeup applicator and a universal docking station for all rechargeable grooming tools. Once again, this solution underscores the benefits of a strict, consistent design approach. The company will also be offering a sneak preview of what's around the corner – namely, a new generation of coffeemakers.

In keeping with CARRERA tradition, the company will again be hosting a 'Last Round' get-together on the booth every day (starts 5 p.m.). What better way to unwind after a busy day than with a relaxing drink among like-minded people, trade partners or journalists?

About Aquarius Deutschland GmbH:

The CARRERA brand is powered by Aquarius Deutschland GmbH, an international sales and marketing company that was founded in 2012 and is headquartered in Ismaning near Munich (Germany). At four locations in Ismaning, Düsseldorf, Hong Kong and



Shenzen, around 80 employees steer the entire market process for electrical appliances in the White Goods segment. Their tasks include project steering, product design, development, sourcing, production, certification, quality control, brand building, trade support and service. In addition to its brand rebuilding and product development activities, CARRERA also produces and supplies own-brand products for numerous well-known retail chains in the segments Drugstore, Discount, Food Retail and DIY.

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For images and details of all products, visit:

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