

Press release Calendar Week 26/I

COMPUTER BILD "Top Shop 2018"

Rameder honoured for the 4th time in the "car and motorcycle" category

The "Top Shop Check" by COMPUTER BILD, one of Europe's best selling computer magazines, in cooperation with the leading statistics portal Statista is one of the most extensive tests of its kind in Germany. The annually awarded seal honours those online shops characterised by an "easy, safe and convenient" shopping experience. **Rameder**, Europe's market leader in towbars and transport accessories, was awarded this year, for the fourth time, with the prestigious "Top Shop" title. Jens Waldmann, Head of Marketing, said: "The award confirms that we are taking the right path in our digital presence. Of course, we do not rest on our laurels, but constantly strive to improve and further enhance the shopping experience at www.rameder.eu."

"In e-commerce, we can not allow potential customers to be overwhelmed or even deterred by our website. The search function must provide suitable results, the categories must be structured in a meaningful way, and a personal contact must always be there for questions," emphasized Jens Waldmann. The fact that the strategy works is proven, among other things, by the 225,000 towbars sold per year and the above-average level of customer satisfaction. In the future, **Rameder** will continue to focus on smooth shopping experiences and live up to the "Top Shop 2018" award with its shopping platform available at www.rameder.eu.

Overall, the test takes into account 119 criteria in six areas: These range from "Structure & Usability" on "Trust & Security" and "Service & Communication", to "Payment", "Purchase & Delivery" and "Technical Details". Thanks to state-of-the-art security technology, specially trained customer service and consistently intuitive operation, the **Rameder** online shop has also won other numerous awards in the past. If you visit www.rameder.eu, you will find a wide selection of car related products.

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