

## PRESSE INFORMATION

### **Breisach, 14.06.2016** The ‚varioRiser‘ of the German accessory specialist ABM triumphs in Red Dot Award: Product Design 2016

The stepless and individual adjustable **varioRiser** of ABM was awarded with the Red Dot, the international distinction for high design quality. Participants from 57 nations had registered about 5,200 products and innovations for the Red Dot Award: Product Design 2016. Only products which set themselves apart considerably through their excellent design receive the sought-after quality seal from the international Red Dot jury.

Decisive criterias for achieving this prestigious award are not only design, functionality and ergonomics. Also aspects such as the grade of innovation within its industry, longevity characters and sensual quality.

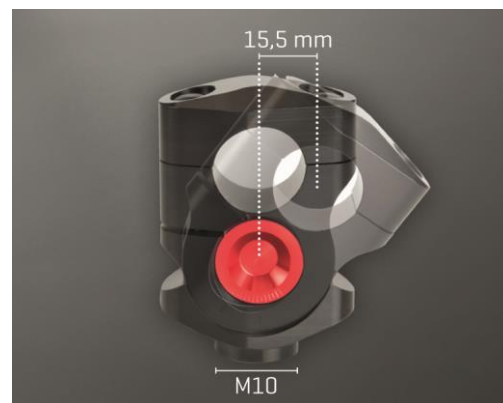
"We have long wanted to find a solution which gives riders next to a more relaxed and individually optimized sitting position a modern design and optimal ergonomics. On top, we won one of the most famous international design award with this product. We are extremely honoured", explains managing director Christian Mehlhorn.

Picture 1& 2 of 2:

Awarded product of ABM: the **varioRiser**



**reddot** award 2016  
winner



**Press contact**

ABM Fahrzeugtechnik GmbH  
Tamina Bischoff  
Krummholzstrasse 5  
D-79206 Breisach  
Tel. +49 (0) 7667 / 9446 - 13

Fax +49 (0) 7667 / 9446 - 63  
E-Mail: [t.bischoff@ab-m.de](mailto:t.bischoff@ab-m.de)  
Internet: <http://www.ab-m.de>  
Facebook: ABM Fahrzeugtechnik GmbH

**ABM Fahrzeugtechnik GmbH** is manufacturer of high-end accessories for sport bikes.

The company was founded in 1985 and named after the founder Arthur Berthold Munz. Since 2010, Christian Mehlhorn has been the managing director who is responsible for about twenty employees in the field of development, production, marketing and sales at the permanent business establishment in Breisach am Rhein, Germany.

