

PRESSE INFORMATION

D-Breisach, 25th Sept 2017 The new internet presence of the German motorcycle accessory producer WUNDERKIND-Custom (WK) now offers much more information in a clear structure combined with a fresh design.

The new editorial part includes a showroom, newsroom and a separate pressroom. An individual location search regarding official partner dealers of the high-end manufacturer is also offered.

In a clear overview the new shop represents the entire product portfolio of the custom-brand, and offers a general product inquiry. Moreover, it also offers a model-specific range preview.

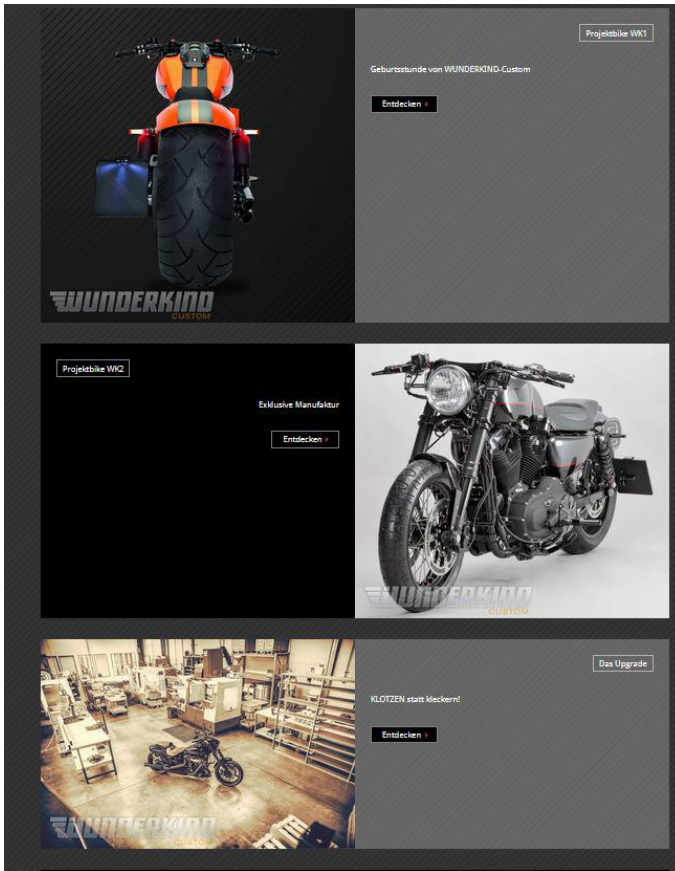
„While commercial customers - like specialist dealers of the motorcycle industry – have the opportunity to order via the B2B-shop where their individual negotiated conditions are automatically included in their shopping process, also the private customers shall be addressed by the well structured B2C-shop”, says head and visionary Christian Mehlhorn.

By using more pictures and sketches the total offer gains a more clear and self-descriptive overview. Thereby, WUNDERKIND-Custom (WK) wants to simplify the online shopping as much comfortable as possible also without a direct consultation.



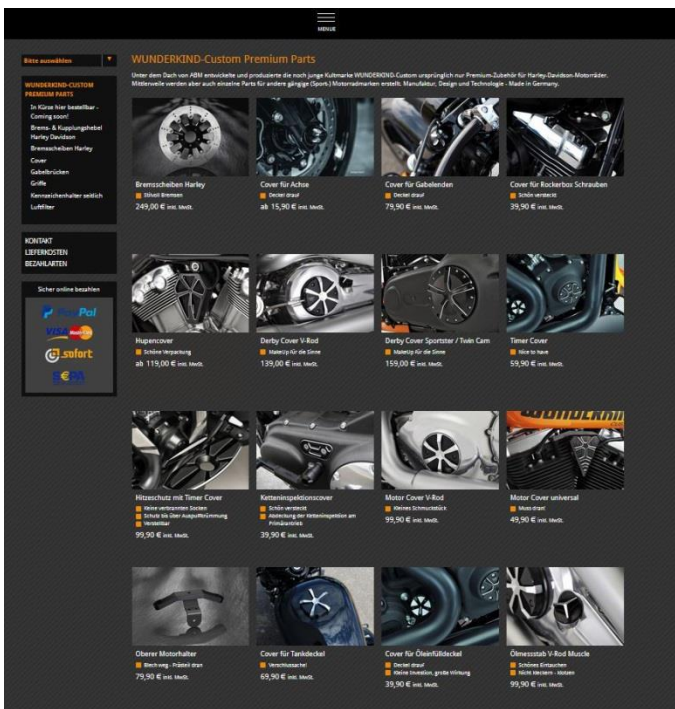
Picture 1

WUNDERKIND-Custom (WK): Structured internet presence



Picture 2

WUNDERKIND-Custom (WK): Clear structured webshop



Press contact

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WUNDERKIND-Custom is a premium brand of ABM which produces high-end accessories for motorcycles. It has been founded in 2013 by family head and CEO Christian Mehlhorn. While in the beginning the brand produced parts only for Harley-Davidson motorcycles it now contains also products for many common bike brands and custombikes. All products are constructed, designed, manufactured and retailed under the umbrella of the well-known company ABM Fahrzeugtechnik GmbH in the south of Germany.

ABM Fahrzeugtechnik GmbH is manufacturer of high-end accessories for sport and custom 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. Meanwhile, the company has launched two brands: ABM ergonomic style & WUNDERKIND-Custom.

