

PRESS RELEASE 2020 – WEEK 03

Show us what you've got!

Rameder offers clever presentation stand for bike carriers

Towbar carriers for bicycles and e-bikes can provide lucrative additional sales for workshops and car dealerships. After all, this segment is booming. If accessories are hidden away on a spare parts shelf or only ordered on request, though, it is not surprising if demand remains low. Rameder, the leading supplier of transport solutions for cars, therefore offers not only an unrivaled selection of bike carriers but also the matching presentation stands for resellers. After all, not everyone can and wants to put an entire car with towbar in their showroom.

“Rameder is the leading supplier for towbars and transport accessories – and not only for end customers,” explains Head of Marketing Jens Waldmann: “We have also been a reliable trading partner for car dealerships and workshops for a long time. They benefit not only from special conditions for resellers, but also from our sophisticated logistics services.” The **Rameder** range also includes clever solutions for showrooms. Bike carriers for towbars, for example, can now be ideally displayed with a clever rack system. After all, who has enough space to permanently display a complete vehicle with towbar in their showroom? The presentation stand, on the other hand, fits into any corner and can be easily repositioned at any time. The basic structure is a triangular frame made of square tubes, which ensures optimum stability even with the carrier attached and loaded. A vertical bar with a ball head allows bike carriers from a variety of different brands to be attached, replicating the original setup.

The robust carrier offers not only the option of positioning bike carriers directly in the customers' field of view as an incentive to buy, it is also ideal for testing the system. Customers can personally experience how simple installation on the ball head is or have this demonstrated to them. A regular bicycle and an e-bike should be also available for demonstrating the loading process. Customers who struggle with lifting their bicycle can also be made aware of optionally available ramps or carriers with lifting function. Car dealerships and workshops who offer good advice in this area will surely be able to generate some good additional business.

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