

BEST BRAND WUNDERLICH

WUNDERLICH IMPRESSED AS READER'S CHOICE FOR BEST BRAND IN THE „ACCESSORIES/CONVERSIONS“ CATEGORY IN THE MAGAZINE MOTORRAD

In 2020, Wunderlich was voted reader's choice for BEST BRAND in the „Accessories/Conversions“ category by Europe's most popular motorcycling magazine MOTORRAD.

„We want to thank the readers of MOTORRAD for the confidence they have shown in us by voting for us in the Best Brand category. We are absolute specialists when it comes to accessories and we focus exclusively on BMW, so the result of the vote is more than just noteworthy because the overlaps for us are naturally much smaller than with multi-brand competitors. After having solidly established ourselves in the TOP-3 ranking in recent years, we are therefore even happier that the readers of MOTORRAD value and rate our brand so highly.“ said Frank Hoffmann, managing director of Wunderlich GmbH.

Wunderlich, internationally recognised specialist for high-quality BMW motorcycle accessories, looks back on a history of stable, continuous growth both nationally and internationally. With the move to its new company headquarters in the Innovationspark Rheinland, situated on the A61 near Bad Neuenahr-Ahrweiler, the successful company continues to focus on being global with its innovative and functional components. „We found that the product features linked to our brand are in demand around the world. That's why in addition to our advanced product development, we focus consistently on developing timely but above all customer-focused sales and communications channels. In the process, we've proven that we consistently meet our customer's country-specific requirements on a global scale.“ Frank Hoffmann continues, adding: „Our customer focus, sustainability and the quality of our components, which ties in to our motto „Anständige Komponenten für Ihre BMW“, are proven, integral pillars of our brand. And an excellently committed team that both lives the brand and characterises it – without them this success would be impossible.“



Wunderlich was voted Best Brand 2020 in the reader's choice for the Accessories and Conversions category

Web links:

www.wunderlich.de/en

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