

PRESS RELEASE 2020 – WEEK 20

Rameder earns a “sixpack”

COMPUTER BILD “Top Shop” for the 6th time in the anniversary year

25 years ago, Rameder already recognized the potential of the early Internet and registered its German online shop domain www.kupplung.de. Today, this is Europe’s leading address for towbars and transport accessories. The website now also received the coveted “Top Shop” award from the renowned COMPUTER BILD magazine – for the 6th year running. Of course, the product range is also available outside of Germany at www.rameder.eu.

Rameder sells around 320,000 towbars every year. In addition to workshops, the main sales channel is the company's own online shop www.rameder.eu. The website offers thousands of different towbars in all variations. The range also includes bike carriers and similar products. But not only the sheer variety and size are impressive – there is also a great focus on service. Customers can always speak to an employee.

The online shopping concept has now convinced the judges of the “Top Shop” award for the sixth time running. It is presented by the German COMPUTER BILD magazine and supported by the renowned Statista statistics portal. Just as in the previous year, a total of 6,500 online shops were tested and selected in a multi-level process in 2020. In the end, each platform had to undergo 79 individual checks. Subjective criteria such as “logical structure” or “clear website layout” were additionally determined in online surveys with selected customers.

Also visit our blog at: www.kupplung.de/magazin

... or our Facebook page: www.facebook.com/rameder.de

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