

Press release Calendar Week 03/I

Good for your safety and your back The heatable Rameder seat mat "Turbo Plus"

Especially in winter, it sometimes takes ages until you feel warm in your car, even though the engine is running. And that is not only a question of comfort. Cold also endangers your safety and your back. But you can do something about it with a seat heater, which, however, only one out of two cars has – and among used cars, only a third. (Source: statista.de). **Rameder**, Europe's largest provider of car accessories, has therefore come up with the inexpensive retrofittable heatable seat mat **Turbo Plus**. This is available from its online shop at www.rameder.eu for only €35.99 and can be easily and firmly fixed with lashing straps.

Faster response times and a good view

The integrated thermal carbon element in OEM quality makes the mat get warm fast and all over. Drivers can thus do without a warm coat, which is not only more comfortable but also safer. As leading automobile clubs have repeatedly shown, being well wrapped up can impair not only a safety belt's effect but also your agility and panorama view. The **Turbo Plus**, however, makes for utmost safety: its design is anti-slip, also in case of an accident, and it can always be used in cars with a side airbag.

A feel-good back and better concentration

And in a cold car, it is not only overcoats and some such things that can mean long response times. If you are cold, you will suffer from a lack of focus and from tiredness, and your back and arms may tense up so that you do without looking over your shoulder. A retrofittable seat heater solves all these problems the easy and inexpensive way. Feeling warm is good for the back and for people suffering from muscle tension at any rate. And if it is getting too warm, you can always turn the two-level system down a notch without having to switch it off. When it's dark, LEDS will inform you about the operating status at any time.

Please do also visit us on Facebook at www.facebook.com/rameder.de

... or on Google+: plus.google.com/+rameder

Press contact: Rameder; Jens Waldmann, Am Eichberg Flauer 1; D-07338 Leutenberg OT Munschwitz
Email: j.waldmann@kupplung.de

Press contact: IKmedia GmbH; Oliver Schielein; Andreas Hempfling; Wendelsteiner Straße 2a;
D-91126 Schwabach Phone: +49-9122/6313-421; Fax: +49-9122/6313-430; Email: ah@ikmedia.de