

## CARRERA leaves role clichés behind

Designed for fans of design and performance, the new Personal Care range will be available from November 2015 at selected dealerships. With its gender-neutral product range, the brand is breaking with outdated gender roles.

With new electrical appliances for bathrooms across Germany, CARRERA is back on the starting grid. The new design and technology put the brand in pole position, while the new philosophy reflects the spirit of Carrera Panamerica, the legendary 1950s sports car race that gave the brand its name: "Give it everything you have. Trust only the finest materials. Never follow the crowd".

The new appliances unite the finest attributes of design and technical product development, and will be available at selected dealerships only from November 2015, as well as online from [www.carrera.de](http://www.carrera.de). But CARRERA is going one step further with the relaunch – by making role clichés a thing of the past too. The new *leitmotif*: One tool boosts all.

The entire product family is gender-neutral, and each member offers the same outstanding mix of performance, design and build quality. It's all about living your individuality, regardless of origin, gender or orientation.

"Carrera is post gender and post styling", explains Bastian Kühn, Board Member and Head of Brand Development at Carrera. "No rules is the new rule. Role clichés and outdated style restrictions are alien to the brand and the people who use it. We call this approach 'Omnisex'".

The initial launch comprises eight new CARRERA products, all in high quality packaging designed to boost their appeal from the outset. The range includes high-performance hairdryers, precision shavers and a professional hair straightener. An extended product range for the Personal Care and Kitchen segments has already been shown at IFA 2015, and will go on sale in mid 2016.

To further underscore the brand promise, CARRERA is offering an optional extended warranty, plus a dedicated premium hotline for customers.

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Images and all product information:

[www.carrera.de/downloads/presse/](http://www.carrera.de/downloads/presse/)

CARRERA unites design, technology and power in a unique performance pack. With the first truly omnisex product line, CARRERA is the brand of choice for self-assured, successful people who transcend outdated role clichés and conventions. "One tool boosts all".