

# ! PRESS RELEASE

Page 1/2

## **Marken-Champions brand study – ABUS inspires customers**

**Wetter/Ruhr – 20 August 2019 – ServiceValue GmbH and DIE WELT have completed Germany's largest study ranking enthusiasm for brands:**

**'Marken-Champions'. The wide-ranging survey of customer enthusiasm for brands is based on a total of over one million customer ratings of 2388 companies from a total of 219 industry sectors. Family company ABUS impressed with outstanding scores for customer enthusiasm, particularly in terms of appearance and image, and achieved a gold classification.**

**Home security**  
Michael Bräuer  
Phone: +49 (0)2335 634-225  
Fax: +49 (0)2335 634-294

**Mobile security**  
Torsten Mendel  
Phone: +49 (0)2335 634-268  
Fax: +49 (0)2335 634-350

**Editorial office**  
FREUNDE VON UNS  
GmbH & Co KG  
Adersstraße 71a  
40215 Düsseldorf  
Phone: +49 (0)211 506686-0  
Fax: +49 (0)211 506686-10  
presse@abus.de

In the 'Marken-Champions' survey, a brand's success depended less on its prominence, and much more on the customer's appreciation of it and the appeal and customer enthusiasm resulting from it. The level of enthusiasm for the brand from the consumer survey is then recorded as a percentage – gold, silver and bronze rankings are awarded to companies with ratings that are well above average.

With a score of 72.2 percent, ABUS achieved an outstanding overall ranking of 16th out of the 2388 companies surveyed – even finishing above prestigious brands like adidas, BMW and Audi – and was awarded a gold rating. ABUS also secured first place by quite some distance in the 'Security' sector rating.

"The outstanding result, for which we are all extremely grateful, confirms the trust and loyalty that end customers place in our brand. This is particularly valuable to us. It shows that we consistently remain true to our brand values and always try to focus on the consumer", explains Christian Rothe, Member of the Board of Directors at ABUS, speaking about the company's success in the survey.

### **The ABUS brand**

ABUS has been ensuring the good feeling of security since 1924. The German manufacturer specialises in high-quality products characterised by reliability, durability, and ease of use. To meet the growing needs of private and business customers, ABUS offers a wide range of innovative solutions for home, commercial, and mobile security. The ABUS Group includes ABUS August Bremicker Söhne KG, ABUS Security Center GmbH & Co. KG and ABUS Pfaffenhain GmbH. The independent group of companies is based in Wetter an der Ruhr and operates all over the world.