

Motor Presse Stuttgart GmbH & Co. KG, 70162 Stuttgart

PROXXON GmbH
Mrs. Margit Eichler
Industriepark Region Trier
Dieselstr. 3 – 7
DE-54343 Föhren

Stuttgart, 24.03.2017
Tel. 0711 182-1253
mschardt@motorpresse.de

Readers' survey results „Motorcycle of the Year 2017“ and Best Brands 2017

Dear Mrs. Eichler,

In 2017 our readers have again voted for the “Motorcycle of the Year” and the **Best Brands for the 12th time.**

49,641 participants/readers of **MOTORRAD – Europe's greatest motorcycle magazine** have made their exclusive vote in Germany. The reader's survey “Motorcycle of the Year” has been conducted in eight countries with the same procedure. It shows some very interesting findings about the European motorcycle market.

Simultaneously to the survey, our readers in Germany could vote for the **Best Brands** in motorcycle wear and accessories. The survey was divided into **22 categories** (from mufflers, to helmets, to tools), where the editors gave the following task: **Please mark all brands, whose products convince you.**

The brand with the most votes was voted Best Brand in the respective category.

We congratulate Proxxon for winning the 3rd place in the Best Brands Survey (category Tools) with 40.8% of the votes.

Yours sincerely,


Marcus Schardt

1	Hazet	62.0 %
2	Gedore	43.7 %
3	Proxxon	40.8 %
4	Rothewald	25.1 %
5	Stahlwille	21.1 %
6	Wera	20.2 %
7	Snap-on	12.4 %
8	Westfalia	12.2 %
9	KS Tools	9.3 %
10	Facom	8.2 %
11	Hi-Q Tools	7.1 %
12	Moto-Detail	4.9 %
13	Elora	3.2 %
14	Kunzer	2.6 %
15	Felo	1.5 %
16	Vigor	1.1 %