

New website emphasises brand profile of busch+müller

With the launch of its new website www.bumm.de, busch+müller now presents itself with a clearly defined, contemporary brand image. What originally began as a website relaunch developed into a comprehensive reorientation of the brand, its positioning and communication.



Together with the PSV NEO agency from Siegen, the key factors that inspire enthusiasm for the busch+müller brand were first identified and, based on this, a consistent, target group-specific communication strategy was developed. The aim was to clearly and distinctively highlight the brand's technological expertise, innovative strength and passion for cycling.

The new corporate design was unveiled to the public for the first time at Eurobike in June: powerful, independent and with an unmistakable tone that ensures high recognition. The new website consistently continues this approach. It showcases busch+müller's market-defining originals as well as the high relevance of the products in the everyday lives of all cyclists.

Under the new slogan 'Visibly better on the road', bumm.de impressively conveys what busch+müller stands for: well-designed lighting and mirror solutions that take visibility, safety and riding comfort to a new level - and thus a brand promise that goes far beyond pure technology.

busch+müller