

Press Release



20 July 2014, for **Immediate Release**

DABmotion gets off to a flier

Following initial UK launch in July this year, UK distributors Celsus are having to ramp up orders to keep on top of rising demand for the universal in car DAB upgrade kit.

The DABmotion1001 kit is being bought by motorists, audio specialists, motor factors and garages thanks to the versatility and value it offers. It can be bought as either a 'plug and play' DIY solution or sold as a professional install product. Quality packaging means it's as home on display as it is on the shelf too.

Customer feedback has been extremely positive. Benefits like the fact the kit is "really simple and easy-to-install" and that it "works straight out the box and doesn't need to be messed around with"

"I must say I am very impressed," said Peter Doidge, owner of Peter Doidge Car Audio. "The remote works well, the instructions are very easy to understand and the overall quality of the signal is spot on. I have tried numerous other similar devices which are not in the same league"

Further information is available at www.dabmotion.co.uk or www.celsusice.co.uk

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Further Information :

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Facts about Celsus ICE

Celsus ICE Ltd are an ISO9001 quality management certified company specialising in car audio accessories who supply a wide range of products to both UK and European export markets.

Celsus offer high quality, high performance products aimed at past, present and future generation auto technology. The Celsus range of vehicle fitting solutions is one of the most comprehensive available today addressing the demands of Digital Radio Integration, CAN Bus and Smartphone integration.

These products are complimented by some of the most desired car audio brands in the world including JL Audio, Dynamat, Stinger, Calero, iSimple and Paser.

Celsus were 10 years old at the end of 2012.