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## DABmotion wins motoring press accolade

Distributors Celsus are celebrating after their flagship DABmotion 1001 digital radio conversion kit won recognition as a 'Recommended Product'.

The 2015 Auto Express Awards aim to highlight the best products across a wide range of categories, to a strong UK circulation of 46,000 copies every week. DABmotion achieved success in the competitive DAB adaptors category.

The DABmotion conversion kit enables drivers to access a full range of digital radio stations, through their existing car audio system. This is achieved thanks to a matchbox-sized remote control, glass-mount digital radio antenna and 'black box' interface, which receives DAB and converts it back to wireless FM broadcast.

"We're delighted with the award," said Mark Baker, Celsus Marketing Director. "Especially since we've now replaced DABmotion 1001 with the significantly enhanced DABmotion ROLA."

Whilst DABmotion ROLA retails at the same price (£149.99 inc VAT) as DABmotion 1001, it features an improved ROLA wheel RF remote control. There's also more sophisticated AFC auto-tune technology, to deliver a wealth of crystal clear DAB radio choice on the move.

Crucially, ROLA's also approved under the government's digital radio Tick Mark programme, designed to highlight best-in-class products and services ahead of the UK's digital radio switchover.



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Celsus offer a complete garage package too, for those looking to maximise the growing profit opportunity. This includes both the installer training and assessment needed for achieving government Tick Mark approval as a 'Registered DAB Installer'.

To find out more about the opportunity, please visit [www.dabmotion.co.uk](http://www.dabmotion.co.uk), follow @DABmotion on Twitter or call 01202 664390.

**ENDS 250 WORDS**

## **Further Information :**

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## **Facts about DABmotion**

The DABmotion brand was created by Celsus in 2013 for the company's in vehicle DAB digital radio retrofit conversion solutions.

DABmotion DAB1001 launched in July 2013 as a cost-effective universal DAB vehicle retrofit solution. The kit comprised a glass mount antenna, matchbox-sized remote control and compact hideaway 'black box' interface. The system offered a reliable and affordable way to upgrade any car audio system to the wealth of digital radio choice without the need to replace the existing head unit.

Patented AFC auto-retune technology captures seamless digital radio without interference whilst on the move. DABmotion then effectively decodes digital radio and converts it into an FM signal that is transmitted wirelessly to the car's original radio, even displaying track / station / artist information on the display. It can be professionally installed in under an hour.

DABmotion offers recognised training too under IMI Awards for automotive or audio technicians looking to capitalise on growing consumer demand for car DAB radio conversions ahead of a future UK digital radio switchover. Training can be completed on site, in as little as half day, backed by the promise that anyone completing it will be able to confidently install working DAB radio into any car.

DABmotion ROLA was launched in September 2014 to bring a number of improvements to the award-winning DABmotion 1001 kit. DABmotion ROLA is fully 'Tick Mark' approved under the government scheme designed to help the UK public locate best quality products and services.