

PRESS INFORMATION

Recaro Automotive Seating receives 2019 German Design Award for Excellent Product Design

Only the best are selected for the prestigious German Design Award: in 2019, an award for Excellent Product Design in Automotive Parts and Accessories is going to Recaro Automotive Seating for its modular Recaro Performance Seat Platform (RPSP). This honor was presented to Recaro at the award ceremony in Frankfurt on February 8, 2019.

Kirchheim unter Teck, February 11, 2019 – “Distinctive high-quality design is at the core of our brand’s DNA,” said Ulrich Severin, head of Recaro Automotive Seating. “The fact that we’ve successfully captivated and convinced the jury in this field of top international players makes us proud and is an endorsement of all our efforts as an international leader in vehicle seat design.”

The award-winning product – the modular **Recaro Performance Seat Platform (RPSP)** – is designed for motorists who demand the maximum from their premium seats. Here, the lightweight design and superior workmanship that typify Recaro are combined with outstanding performance, comfort and ergonomics. Its anatomically shaped seat structure and low hip point provide an unparalleled driving experience, while today already meeting the needs of tomorrow in autonomous vehicles and e-mobility.

In explaining the reasoning behind this Excellent Product Design award, the 46-member panel of top-caliber experts highlighted the flexibility of the RPSP and its design, which reflects a “high formal and functional standard.” It offers “various seating configurations and constellations as well as a range of technical features,” and in terms of upcoming developments like autonomous vehicles, it answers the “requirements of manufacturers in various market segments.”

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Press releases
<https://www.recaro-automotive.com/en/press/news.html>

RECARO Automotive Seating in social media:



Every year, innovative products and projects from the German and international design scene are honored with a prestigious **German Design Award** from the German Design Council, in recognition of unique and pioneering design developments. The nominations are open only to candidates whose submissions are demonstrably different from the competition in terms of design quality. On average, more than 30 percent of submissions come from abroad, thus demonstrating the award's international reputation.

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About Recaro Automotive Seating:

Recaro Automotive Seating is the premium brand of Adient. At six locations in Germany, Poland, Japan, Mexico, and the USA, we design, manufacture, and market complete seats representative of our core competencies of design, ergonomics, craftsmanship, robustness, lightweight construction, and first-class workmanship, under the brand name Recaro. Recaro Automotive Seating consists of two units: While Recaro Performance Car Seating offers passenger car seats for OEMs and the aftermarket, Recaro Commercial Vehicle Seating focuses on commercial vehicle seats in the OEM and aftermarket segments. Recaro Automotive Seating uses the brand Recaro under a license of the Recaro Holding. For more information, please visit recaro-automotive.com.

About Adient:

Adient is the global leader in automotive seating. With 85,000 employees operating 238 manufacturing/assembly plants in 34 countries worldwide, we produce and deliver automotive seating for all vehicle classes and all major OEMs. From complete seating systems to individual components, our expertise spans every step of the automotive seat-making process. Our integrated, in-house skills allow us to take our products from research and design all the way to engineering and manufacturing – and into more than 25 million vehicles every year. For more information on Adient, please visit adient.com.

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