

PRESS INFORMATION

Top Spots Once Again for Recaro Automotive Seating in 2019 Best Brands Readers' Polls

In the 2019 editions of Germany's biggest readers' polls, Recaro Automotive Seating was once again at the top of the podium. Whether it be *auto motor und sport*, *Motorsport aktuell* or *AUTO BILD*, all three automotive journals saw an overwhelming majority of readers choose Recaro, the premium brand of Adient, to head the seating categories in this year's polls. The legendary company actually won twice in the poll at *Motorsport aktuell*, and so collected a total of four awards.

Kirchheim unter Teck, April 1, 2019 – A clear favorite emerged in the 2019 best brands polls conducted by Germany's most important automotive journals, with the three surveys hearing from more than 171,000 respondents in total: as in previous years, a large majority voted for Recaro Automotive Seating, thereby providing an important signal of the excellent market reputation enjoyed by the company and its products.

This year, 87.9 percent of the readers taking part in the survey at *auto motor und sport* voted for Recaro Automotive Seating in the Seats and Sport Seats category, thereby taking the company to the top of the field for the fourteenth time in a row. An impressive result, especially compared to the runner-up at a distant second place with nearly seventy percentage points less. Another important polling result: when asked what product sectors were of the greatest personal interest, 66 percent mentioned automotive seats. This came in at third place over all product sectors, clearly demonstrating the relevance tied to vehicle seats.

The company was equally successful in the "Best Brands in All Classes" survey conducted for the eighth time by *AUTO BILD* (issue 13/2019). In the sport seat category, 83.1 percent of votes went to

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the premium manufacturer Recaro, comfortably giving it the number-one spot, more than 65 percentage points ahead of the runner-up.

Meanwhile, in the poll at *Motorsport aktuell*, Recaro Automotive Seating came out on top in two categories, namely sport seats and racing seats, with 82.4 percent and 77.9 percent of the respondents choosing Recaro and its decades of motorsports experience, thus allowing it to improve its year-on-year results once more. In both categories, Recaro was clearly voted on top spot with nearly 40 percentage points ahead of the runner-ups. Furthermore, its result in the sport seat category was the best score achieved by a brand in any of the passenger car categories.

“Even though doing so well in these crucial readers’ polls has basically become a tradition for us, it’s still something we don’t take for granted,” said Ulrich J. Severin, head of Recaro Automotive Seating. “Our team takes this instead as a huge endorsement of our work, and even more as an additional motivation to keep giving our very best, so that in the coming year too, we can earn the readers’ trust all over again.”

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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](https://www.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](https://www.adient.com).

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