

## PRESS INFORMATION

### New seats for classic cars: World premiere of the Recaro Classic Line

Together with rally legend Walter Röhrl, Recaro Automotive Seating is celebrating the world premiere of a new product line at Retro Classics in Stuttgart. In Hall 1, Stand 1A52.2, the world's leading manufacturer of performance car seats will present its new Classic Line to trade fair visitors: The two Heritage seats Recaro Classic LX and LS are a new edition of the 1984 Recaro Classics, while the retro seat Recaro Classic Pole Position (ABE) is a modern racing shell in a classic appearance. During the development and design of the new originals, Recaro Automotive Seating was assisted by none other than multiple rally world champion Walter Röhrl. He confirms the outstanding characteristics of the Classic seats with his name and the label "Approved by Walter Röhrl".

**Stuttgart, Germany, February 27, 2020** – "Anyone who comes to Retro Classics loves classic cars, enjoys driving them and is fascinated by technology, tradition and craftsmanship in its purest form. This means we have found the perfect stage and precisely our target group for the world premiere of our new Classic Line", says Ulrich J. Severin, Managing Director of Recaro Automotive Seating and Vice President Europe. "We have been observing the market for classic cars intensively for some time now, have carried out our own market tests, including tests in the Retro Classics environment, and are increasingly receiving direct enquiries for suitable seats. This applies in particular to vehicles built 30 to 40 years ago, i.e. both young classic cars and older youngtimers. With our three new Classic seats we are fulfilling the wish of many lovers, collectors and drivers of classic cars for an original seat with state-of-the-art features."

As in 1984, when Recaro first launched the two seat classics Recaro LX and Recaro LS, the seat manufacturer is addressing primarily the owners of popular car models, such as the VW Beetle or Golf I and II, BMW 3 Series, Mercedes 190 or Audi quattro. With matching consoles from the Recaro range, which is to be expanded step-by-step from now

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on, the new editions can be installed in classic cars – and thus contribute to improving safety, comfort and ergonomics with stylish design and a sporty seating experience. The classic version of the Recaro bestseller Pole Position (ABE), a racing shell approved for road use, also blends harmoniously into classic-sporty interiors such as those of a Porsche 911.

"We are very proud that we were able to win one of the best rally drivers of all times, Walter Röhrl, as a partner for our Classic seats," says Ulrich Severin. During product development, the multiple rally world champion contributed his extensive wealth of experience and advised the seat manufacturer on the design and selection of cover materials. "This year is actually 50 years that I am driving on Recaro", says Röhrl. "The seats have convinced me from the very beginning. That is why I have always remained loyal to the brand, not only in rallying but also in my private road cars – there is nothing better for me." This confidence is reflected in the "Approved by Walter Röhrl" label, awarded to all three Classic seats.

While the Recaro Classic LX and LS focus on comfort and ergonomics – through features such as individual seat depth adjustment, an optimum seat climate, pronounced sporty side bolsters and a paddable lumbar support – the Classic Pole Position (ABE) concentrates on the best possible body support for a sporty, dynamic driving performance. The racing shell made of glass-fiber reinforced plastic provides belt slots for 3- and 4-point belts, replaceable seat cushion and backrest cushion and a paddable lumbar support as well. All Classic seats are manufactured in Kirchheim/Teck, Germany, and are available in pepita fabric/leather, classic corduroy/leather, classic checkered fabric/leather, and full leather. The three new Recaro Automotive Seating classics will be available from Recaro Classic partners from July 2020 (Classic LS from October 2020) at prices between 1,800 and 2,100 euros.

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#### **About Recaro Automotive Seating:**

Recaro Automotive Seating is a leading manufacturer of premium vehicle seats for OEMs and the aftermarket. At three locations in Europe, the USA and Japan, 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 uses the brand Recaro under a license of the Recaro Holding.

For more information, please visit [www.recaro-automotive.com](http://www.recaro-automotive.com).