

PRESS INFORMATION

New cooperation with Mohr Group: Recaro opens flagship store at Motorworld Munich

Kirchheim/Teck, Germany, December 1, 2020. Recaro seats at first hand: Selected originals from Recaro Automotive, the world's leading manufacturer of performance car seats, can be experienced from the beginning of next year onwards in the brand's first flagship store. The exclusive presentation of Recaro premium products will be part of the Mohr Group Store Munich within the new Motorworld Munich.

"We are looking forward to an international audience that is enthusiastic about classy cars and high-end brands," says Ulrich J. Severin, Managing Director of Recaro Automotive and Vice President Europe. "The Recaro Flagship Store enriches the portfolio of the Mohr Group and will offer customers a great brand experience," says Lorenz M. Mohr, managing partner of the Mohr Group. The centerpiece of the new cooperation between Recaro Automotive and the Mohr Group – Finest Brands will be the world's first flagship store of Recaro Automotive, set up as a meeting lounge. From 2021 onwards, the seat manufacturer will present three selected product lines from its performance portfolio here:

- With the three seats of the Recaro **Classic Line – Recaro Classic LX and LS** as a new edition of the Recaro masterpieces from 1984, **Recaro Classic Pole Position (ABE)** as a modern racing shell with a classic look Recaro fulfils the wishes of many car enthusiasts, collectors and drivers of classic vehicles.
- Recaro enables a unique driving experience on the road and at the limits of the race track with the new **Recaro Podium**, the world's first performance shell approved for both worlds.
- Finally, with high-quality office chairs from the **Recaro Office Line**, Recaro addresses car lovers and brand fans who do not want to miss the familiar performance seating feeling at home or at work.

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RECARO Automotive in Social Media



Visitors to the new Recaro Flagship Store can not only test and order the products on site, but ideally also have them installed in their vehicles within the Mohr Group Store Munich.

More information and download of images:

<https://www.recaro-automotive.com/en/recaro/press-media>

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About Recaro Automotive:

Recaro Automotive 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 uses the brand Recaro under a license of the Recaro Holding.

For more information, please visit www.recaro-automotive.com.

About Mohr Group – Finest Brands:

The portfolio of the Mohr Group – Finest Brands includes top-class individual items, small-series jewellery and valuable special models. The Munich-based company represents the brands of Abt Sportsline, Brabus, Keyvany, Mazzanti, Recaro and many more at Motorworld Munich. The offer of the unique multi-brand store includes the complete range of services required in the luxury segment from complete vehicles to individual tuning components. Hypercars from the past decades and high-end restored classic cars complete the portfolio. In addition, a specialist workshop provides service, repairs and refinements directly on site. Furthermore, Mohr Group – Finest Brands offers professional preparation and storage. Particularly exclusive vehicles can be stored in the company's own CarTresors under optimal conditions. Further information is available at www.group-mohr.com.