

## Press Information

### IAA Mobility 2021 in Munich: Recaro Automotive celebrates premiere of new classic office chairs

**Kirchheim/Teck, September 6, 2021. IAA Mobility 2021 will kick off in Munich on September 7, 2021, with Recaro Automotive showcasing a selection of its brand world as part of the Motorworld booth in Hall B4. In addition to vehicle seats for classic and performance cars, the seat manufacturer will also present its automotive lifestyle portfolio. One highlight is the premiere of the new Recaro classic office chairs . With their retro flair, they will particularly delight fans of classic cars. Visitors can also look forward to exclusive merchandising articles from the new Recaro Automotive collection.**

IAA Mobility 2021 - the name says it all. From September 7 to 12, Munich will be dominated by the mobility of tomorrow. A crowd-puller here will be Hall B4, where Motorworld will be presenting high-quality classic cars, sports cars and supercars, as well as matching accessories. "After our first cooperation with Motorworld, the Recaro Automotive Flagship Store at Motorworld Munich, we are now pleased to be able to continue the collaboration with our joint appearance at the IAA," says Ulrich J. Severin, Managing Director of Recaro Automotive and Vice President Europe. "We are fascinated by the idea of Motorworld, which offers attractive experiences for collectors, enthusiasts and fans with classy vehicles and high-end brands."

In keeping with this, the well-known seat manufacturer will be presenting the Recaro Classic Line as a new edition of popular Recaro classics, as well as a selection of performance vehicle seats. The focus, however, is on the new automotive lifestyle portfolio. Here, for the first time on a large stage, Recaro Automotive is presenting high-quality office chairs with a classic look, appealing to vehicle lovers and brand fans who do not want to do without the familiar performance seating feeling at home or at work. The new office chair classics are available in fine leather combined with classic fabrics such as cube cord, check or pepita. "This is just the right setting for our automotive portfolio," Severin elaborates. "I am particularly excited about the

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audience feedback on the premiere of our new classic office chairs. With it, we bring the well-known Recaro performance to the desk, whether at work or at leisure."

Thus, the new Recaro office chairs are the perfect complement to the well-known seating program for the road and the race track. This becomes clear when taking a look at the Classic Line vehicle seats, which will also be on display in Munich. None other than multiple rally world champion Walter Röhrl was involved in the development and design of this new product family, with which Recaro Automotive fulfills a wish of many lovers, collectors and drivers of classic cars: Original seats with retro flair, combined with state-of-the-art features.

Of course, a trade show appearance by Recaro Automotive is only complete if performance and racing fans are also given something to experience. Representative for the brand's decades of motorsport history, the new Recaro Podium seat shell and the Nürburgring edition of the Sportster CS sports seat are on display in Munich. The Recaro Podium is the world's first - and lightest - performance shell approved for both road and track use. The Sportster CS scores as the ideal combination of racing shell and comfortable sports seat, and a special highlight of the limited Nürburgring edition is the elaborate embroidery on the headrest.

The Recaro brand experience is completed by the exclusive merchandising articles from the new Recaro Automotive collection, which brand fans can look forward to. Depending on their individual tastes, a selection of textiles such as hoodies, shirts or beanies as well as stylish accessories such as mugs and drinking bottles await them.

Trade show visitors will find all this at the IAA Mobility 2021 at the Motorworld Munich booth in Hall B4, which will be open to the public from September 7 to 12, 2021.

As of now, the automotive lifestyle collections of office chairs and merchandising items are also available via Recaro Automotive's official fan store here: <https://shop.recaro-automotive.com>

Further information on Recaro Automotive's IAA program and matching images are available in the press kit at <https://www.recaro-automotive.com/en/recaro/press-media>.



Recaro classic office chairs: dynamic and sporty design for the office.  
Source: Recaro Automotive

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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](http://www.recaro-automotive.com)