

Press Information

First Recaro Automotive Flagship Store in Munich

Kirchheim/Teck, June 8, 2021. Welcome to the world of Recaro Automotive: the world's leading manufacturer of performance car seats is presenting its first flagship store with selected premium products in Munich. Visitors to the new Motorworld in Munich-Freimann, which has been accessible to the public since May 1, 2021, will find the exclusive Recaro presentation within the Mohr Group Store in the historic "Lokhalle".

"We are looking forward to welcoming an international audience that is passionate about fine vehicles 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 an attractive brand experience," said Lorenz M. Mohr, Managing Partner of the Mohr Group.

The centerpiece of the new cooperation between Recaro Automotive and the Mohr Group – Finest Brands is the world's first flagship store of Recaro Automotive, set up as a meeting lounge. Here, the seat manufacturer presents selected product lines:

On the one hand, the **automotive portfolio** includes the three seats of the Recaro **Classic Line**: the Recaro Classic LX and LS as a new edition of the Recaro classics from 1984 and the Recaro Classic Pole Position (ABE) as a modern racing shell in a classic look. Recaro is thus fulfilling the wishes of many lovers, collectors and drivers of classic cars. On the other hand, this also includes the new **Recaro Podium**: the world's first performance shell that is approved for use on the road and in motorsports, thus enabling unique driving experiences "in both worlds".

In the **automotive lifestyle portfolio**, the Recaro Flagship Store presents high-quality office chairs from the **Recaro Office Line**, appealing to vehicle lovers and brand fans who do not want to do without the familiar performance seating feeling in their own four walls or at work.

CONTACT

Media:
Romi Diana Doser
Mobile: +49 (0)172 9705802
presse@recaro-automotive.com

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

RECARO Automotive in Social Media



The premium manufacturer is rounding off its lifestyle range with attractive **merchandising items** from the new **Recaro Automotive Collection**: the flagship store is launching an "Initial Edition" of the collection, now also available online in the official Recaro Automotive Fanshop at <https://shop.recaro-automotive.com>. It will be completed step by step until the entire, much more extensive merchandising collection is finally available in summer 2021.

Visitors to the new Recaro Flagship Store can not only test-seat and order the products on site, but 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>



The new Recaro Automotive Flagship Store in Munich.
Source: RECARO Automotive



Visitors of the new Recaro Automotive Flagship Store will find selected premium products.

Source: RECARO Automotive

###

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.