

PRESS INFORMATION

Lifestyle live: Recaro Automotive presents new merchandising collection at Essen Motor Show

Essen, 26 November 2021. Ultimate performance, unique dynamics and stylish design do not only distinguish the seats of the premium manufacturer Recaro Automotive. Brand fans will also discover these very same attributes in the new merchandising collection with which the company is expanding its lifestyle portfolio. Visitors to the Essen Motor Show will find the appealing accessories and outfits of the premium manufacturer directly at Booth 3A25 in Hall 3. In addition, brand enthusiasts can make a purchase directly on site and take home a small souvenir of the Kirchheim-based seat specialist.

When enthusiasm turns into love, it has to be Recaro. A glorious history in touring car, club and rally sport, plus ever new milestones and benchmarks in comfort and quality, whether on the road, the race track or in the office. No wonder Recaro is the cult brand par excellence for fans of high-quality seats. For its fans, the brand company recently opened an official merchandising store (<https://shop.recaro-automotive.com>). Those who want to explore the new lifestyle portfolio of outfits, accessories and more live or even buy them will have the perfect opportunity at Recaro Automotive's trade show appearance at the Essen Motor Show (Hall 3, Stand 3A25). Brand lovers can thus take a piece of Recaro directly home with them.

A brief glimpse of the new portfolio:

- Performance drivers who appreciate unique driving experiences both on the road and on the race track will find what they are looking for in the new **Dynamic Collection** with T-shirts, caps, beanie, hoody, softshell jacket or lanyard: All items are in black and green and use the contour of the popular Recaro Podium shell as a design element of the automotive Dynamic Line.

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RECARO Automotive in Social Media



- The **Race Collection** appeals to motorsport fans who also want to be suitably equipped around the race track, paddock and pit lane. With phonestrap, cap, mug, beanie, loop scarf, hoody, T-shirt and sports drink bottle, the Race Collection focuses on the striking color combination of black and red and plays with the contours of the Recaro Pro Racer professional racing shell.
- The **Classic Collection** for lovers of vintage cars offers a loop scarf, mug and notebook in the "Initial Edition" and picks up on the retro charm of Recaro's classic seats from 1984 and their striking Pepita look in the design. The label "Approved by Walter Röhrl", with which the multiple rally world champion confirms to the brand's fans the outstanding comfort, excellent ergonomics and sporty seating experience of the Recaro Classic Line, is also used exclusively for the merchandising articles.

More insights into the brand's extensive lifestyle world can be found in the official Recaro Automotive Fanshop at <https://shop.recaro-automotive.com>.

More information and download of images:
<https://www.recaro-automotive.com/en/recaro/press-media>



Ultimate performance to wear, too: Outfits and accessories from Recaro (pictured: Dynamic Collection) will be available for direct purchase during the Essen Motor Show at the brand's booth (Hall 3, Booth 3A25).

Source: Recaro Automotive



The striking black and red color combination of the Race Collection appeals to motorsport fans who also want to be suitably equipped around the race track, drivers' paddock and pit lane.

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.