

PRESS INFORMATION

With fans, for fans: Recaro collaborates with automotive influencers Philipp Kaess and Jean Pierre Kraemer for new seats

Essen, November 26, 2021. At the Essen Motor Show, Recaro celebrates not only its own brand, but also its fans. This is made clear by special new additions to the product portfolio, which are making their debut at the show. Two gearhead celebrities, themselves true Recaro fans, supported the manufacturer in the development of new seats. The Speed Star office or lounge chair, which promises sporty seating dynamics at the desk, is the result of a collaboration with Philipp Kaess. Jean Pierre "JP" Kraemer provided the inspiration for the new Classic Line, which Recaro is launching exclusively for the BMW E30.

You can't be iconic without having fans. And Recaro is honored to be iconic. That is why the premium manufacturer is not only using a trade fair like the Essen Motor Show as an ideal stage for its products. At these appearances, the focus also shifts to the people who have made the brand what it is today. "There's no question about it: at every trade show, interacting with fans is the absolute highlight," says Ulrich J. Severin, Managing Director and Vice President Europe, Recaro Automotive. "Many people have been loyal to our seats for years and decades. We are delighted to get every piece of feedback we receive from them. In this way, they leave a lasting mark on our products, the company and the brand."

Two true fans have now been able to turn their Recaro dreams into reality: Philipp Kaess and Jean Pierre "JP" Kraemer. The manufacturer developed new seats with the well-known automotive influencers, which will premiere at the Essen Motor Show: the **Speed Star** office or lounge chair and a new **Classic Line** suitable for installation in the iconic youngtimer BMW E30.

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RECARO Automotive in Social Media



Philipp Kaess, TV host and content creator, says he was looking for "a really cool office chair." As a full-blooded car enthusiast, it had to be a "real" car seat. Naturally, Recaro was first and only on the list of the TV presenter. "A seat represents the greatest connection between the driver and the car. With Recaro, my connection is definitely the strongest," says Kaess, explaining his enthusiasm for the brand. He also wanted to feel this connection at his desk when creating content for his more than 300,000 followers on YouTube and Instagram.

The manufacturer already offers seats, including the Office Cross Sportster CS and the Office Classic LX, that transport the sporty, dynamic seating feel and classic Recaro look into the home or office. Kaess, however, wanted something with a more modern flair – unmistakably a Recaro, but with a certain understatement. The result of his input is the **Speed Star**. With a new stylized belt guide, long and flat seat, and pronounced shoulder support and backrest side support, it offers the perfect entry into the world of particularly dynamic office chairs.

In production, Recaro applies the same care and expertise with which the brand's vehicle seats are manufactured. This is also noticeable in the quality of the materials. The seat foam in particular exceeds the criteria normally used to evaluate office chairs in terms of comfort and robustness. In this way, Recaro guarantees optimal seating performance during long and intensive use.

The Speed Star will be available in two versions: With a turnstile and castors as a "classic" office chair or firmly installed on a car lounge platform. The latter option was developed specifically for SIM racers looking for the most authentic gaming experience possible in motorsport simulations.

The new Classic Line seats for the iconic BMW E30 (built 1982 to 1994), on the other hand, are the result of an idea by Jean Pierre "JP" Kraemer (2.15 million subscribers on YouTube). Germany's best-known tuning expert was looking for a racing seat that was as close as possible to the historic original while modifying his own E30. This included, above all, the "houndstooth" upholstery that adorned Recaro's classic cars from the 1980s. "Actually, we wanted to upholster a Classic Pole Position ourselves. To do this, we had previously salvaged an old seat and stripped down the fabric. When

Recaro heard about it, we promptly got a call: 'Hold on, Jean-Pierre. We have a better solution.' Shortly after, we received the new **Classic Pole Position (ABE)** – featuring the classic Recaro logo and exactly the pattern we wanted." The cockpit of Kraemer's E30 now radiates historically authentic retro feel, but is up to date in terms of ergonomics and safety.

"I often mention how much I love Recaro," Kraemer comments on the project. "They are simply the best seats available. The Classic Pole Position (ABE) looks overwhelmingly good - and is comfortable even during long distance trips."

The final result convinced not only Kraemer, but also Recaro itself. The Classic Pole Position (ABE) and the **Classic LS** with houndstooth pattern are now a permanent fixture in the brand portfolio and can be ordered either through the partner network or the official webstore.

Both the Classic Line suitable for the BMW E30 and the Speed Star can be extensively test-sat at the Recaro booth (Hall 3, Booth 3A25) during the Essen Motor Show 2021.

More information and download of images:

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



"The seat represents the greatest connection between driver and car. With Recaro, my connection is the strongest."

Source: Philipp Kaess



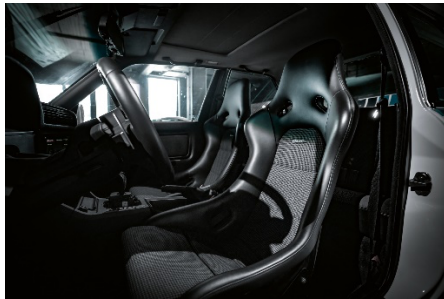
"For me, Recaro is not only a household name, it's an icon. I'm totally hooked on the brand!"

[source: Jean Pierre Kraemer



With its new stylized seat belt routing, long and flat seat surface, and pronounced shoulder support and backrest side support, the Recaro Speed Star offers the perfect introduction to the world of the Recaro Office Line. It is available as an office chair with a turnstile and with a static car lounge platform for SIM racing.

Source: Recaro Automotive



With Recaro's new Classic Line for the BMW E30, both the historic cockpit look and the ergonomic and, above all, safe performance are right in line with the latest standards.

Source: JP Performance (left), Recaro Automotive (right)



On display at the Recaro booth (Hall 3, Booth 3A25) during the Essen Motor Show: Jean Pierre "JP" Kraemer's BMW E30, stylishly equipped with the new Recaro Classic Pole Position (ABE).

Source: JP Performance

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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.