

Press Information

Recaro Automotive expands its lifestyle portfolio: New merchandising collection for vehicle lovers

Detroit, MI, USA, April 29, 2021. Ultimate performance, unique dynamics and stylish design characterizes the performance seats of the premium seat manufacturer Recaro Automotive. Brand fans will find precisely these attributes reflected in an attractive merchandising collection. The new collection expands the company's lifestyle portfolio. Items from an exclusive "Initial Edition" are now available in the official Recaro Automotive Fanshop. The complete Recaro Automotive Collection will be available from summer 2021.

"For all Recaro brand fans who want to extend their 'automotive passion' with the matching clothing and accessories, we are launching an exclusive limited 'Initial Edition'," says Emil Kreycik, President and COO of Recaro Automotive, Global. The collection includes a selection of merchandising items in three themed collections Race, Dynamic and Classic, each with design elements highlighting the form of the seat contour. Kreycik: "Based on the Recaro fans and vehicle enthusiasts desire to express their passion, we developed a curated expressive collection with the their lifestyle in mind."

The portfolio will be unveiled over a series of weeks in limited edition items until the extensive full merchandising collection will be available in the official Recaro Automotive Fanshop at <https://shop.recaro-automotive.com> in summer 2021.

It starts with the following items from the "Initial Edition":

- Performance drivers who appreciate unique driving experiences both on the road, off-road and on the racetrack will find what they are looking for in the **Dynamic Collection**, which includes a keystrap, mug, gymbag, T-shirt and hoody: All items are in black and blue and use the contour of the new Recaro Podium shell seat as a design element of the automotive Dynamic Line.

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RECARO Automotive in Social Media



- The **Classic Collection** for lovers of classic cars offers a loop scarf, mug and notebook in the "Initial Edition" and, in its design, picks up on the retro charm of Recaro's classic seats from 1984 and their striking Pepita look. The label "Approved by Walter Röhrl" is also used exclusively for the merchandising articles. With that label, 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.
- The **Race Collection** appeals to motorsport fans who also want to be suitably equipped around the race track, paddock and pit lane. With a 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.

Fans of the brand can also find other high-quality lifestyle products from the entire Recaro world in the Recaro Originals Onlineshop which is being launched in Germany at the same time: <https://recaro-shop.com>

More information and download of images:

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





Starting with the “Initial Edition”: Recaro Automotive expands its lifestyle portfolio by launching attractive merchandising items in its official Recaro Automotive Fanshop.

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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.