

PRESS INFORMATION

Recaro Automotive celebrates six decades of seating focus at Essen Motor Show with two world premieres – Sport C and Podium GF

Almost 60 years ago, a new era began when Reutter Carrosserie began to focus on the development of innovative car seats under the new name Recaro. Since then, the brand has been synonymous with performance like no other: on the race track, on the road or at home. Recaro will properly celebrate the prelude to the upcoming anniversary during the Essen Motor Show 2022. At Booth 3A25 in Hall 3, visitors can marvel at the world premiere of the new Sport C and the new Podium GF. In addition, there will be fascinating highlights from the extensive seat portfolio, sleek outfits and accessories from the lifestyle collection, and exciting panel talks with featured guests from the scene.

Essen, Germany – December 02, 2022 – What would the automotive world look like without Recaro? One thing's for sure: less exciting, less fascinating, and less comfortable. Thankfully, this remains a thought experiment, because in 1963 the Stuttgart-based company Reutter Carrosserie began focusing on its current core segment. Since then, seats from Recaro have always set new standards in dynamics, safety, quality and comfort.

“At Recaro, we write performance in all caps. The concept permeates everything we do. It's what our heart – and that of our fans – has been beating for under the Recaro name for nearly six decades now,” says Ulrich J. Severin, Managing Director of Recaro Automotive and Vice President Europe. “So it's only fitting that we pull out all the stops at the Essen Motor Show, with exciting news and special promotions.”

Recaro will be celebrating the upcoming anniversary at its booth 3A25 in Hall 3 – with, among other things, the **new Sport C**. This

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new seat continues the tradition that began in 1965 with the “Sportsitz”. Like its predecessor, it is a genuine market revolution. The Sport C is the first aftermarket sport seat with a fully electric 8-way mechanism. It thus skilfully bridges the gap between comfort and performance requirements.

Since its premiere, the market has been ecstatic about the Recaro Podium. To better meet the high demand, Recaro has used the time during the pandemic to build up **volume production** for the coveted racing shell. At present, existing orders are being successively processed and delivered. New orders will be accepted from mid-January 2023 and will be delivered by summer 2023. Recaro has also developed a sister variant, the **Podium GF** (available to order from February 2023). It has a shell made of glass fiber-reinforced plastic (GFRP) and is slightly less expensive than the Podium CF (with a shell made of carbon fiber-reinforced polymer, CFRP).

Recaro Automotive's web store also commemorates the brand's history. Just in time for the start of the trade fair, Recaro's **Classic Line** of automotive seats (with their iconic pepita, check and cube cord designs) is now **available for online purchase via <https://shop.recaro-automotive.com>**. The brand also offers a bonus for anyone who decides to buy a Recaro Original directly in Essen. At the booth, every purchase of a car seat or swivel seat comes with an enticing **merchandising voucher** for the brand's automotive online store. Fans are thus always dressed to performance perfection – in the cockpit and everywhere else.

Speaking of, anyone who wants to own a piece of Recaro can find inspiration at the booth among the iconic brand's latest **lifestyle collections**. Divided into the Classic, Dynamic and Race lines, every enthusiast will find the right outfit, accessory or add-on to purchase. On the other hand, the portfolio of **swivel chairs** for the desk – at work or at home – demonstrates how performance can also work while stationary.

For the premiere of the new products, Recaro has invited some distinguished guests to the booth. At the **press talk on December 2, 2022 at 1 p.m.**, racing champion Timo Bernhard plus automotive

influencers Jean Pierre Kraemer and Philipp Kaess will support the presentation of the new seats and collections.

More information and download of images:

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



In 1963, Recaro focused entirely on the development and production of automotive seats. The company is celebrating this upcoming anniversary at the Essen Motor Show.

Source: Recaro Automotive



The new Recaro Sport C is the first aftermarket sport seat with fully electric 8-way mechanism. It successfully continues the tradition of the first "Sportsitz" from 1965.

Source: Recaro Automotive



Recaro is expanding its portfolio with the Podium GF (with a shell made of glass-fiber-reinforced plastic, GFRP). Like its sister variant Podium CF (with a shell made of carbon fiber-reinforced polymer, CFRP), it has both an ABE rating and FIA homologation.

Source: Recaro Automotive



Just in time for the start of the Essen Motor Show, the Classic Line of automotive seats (with their iconic pepita, plaid and cube cord designs) is now available for online purchase from the official Recaro webshop (shop.recaro-automotive.com).

Source: Recaro Automotive



The swivel chairs from Recaro Automotive (pictured here: Speed Star) bring the lifestyle flair of the iconic brand to the workplace or into the customer's home.

Source: Recaro Automotive

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About Recaro Automotive:

The world's leading automotive seating brand, Recaro Automotive, specializes in creating innovation, safety, comfort, and quality in automotive seating. We have 500 employees operating in 3 assembly plants in 3 countries worldwide producing and delivering premium quality automotive products by using the brand Recaro under a license of the Recaro Holding for dynamic, racing, comfort, commercial, and major OEMs. From complete seating systems to individual components, our expertise spans every step of the automotive seat-making process. Our globalized integrated, in-house skills allow us to support our product creation from research and design all the way to engineering and manufacturing while maintaining a global premium brand presence.

To learn more, please visit [recaro-automotive.com](https://www.recaro-automotive.com).