

PRESS INFORMATION

Recaro Automotive expands its Lifestyle Portfolio: New merchandising collection at the IAA 2021

Kirchheim/Teck, September 6, 2021. Ultimate performance, unique dynamics and stylish design not only characterize the performance seats of premium manufacturer Recaro Automotive. Brand fans will also encounter these attributes in the new merchandising collection with which the company is expanding its lifestyle portfolio. Visitors of the IAA Mobility 2021 in Munich can choose various items from the exclusive "Initial Edition" at the Motorworld joint booth in Hall B4 from September 7 to 12, 2021, and order their favorite pieces directly from the official Recaro Automotive Fanshop.

"To celebrate the launch of our merchandise collection, we have launched an 'Initial Edition' of exclusive items for our brand fans," says Ulrich J. Severin, Managing Director of Recaro Automotive and Vice President Europe. "We are starting with selected accessories and textiles that stylishly complement our seat originals on display at the IAA."

- Performance drivers who appreciate unique driving experiences both on the road and on the track 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 bucket seat as a design element of the automotive Dynamic Line.
- The **Classic Collection** for lovers of classic vehicles 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", with which the multiple rally world champion certifies the outstanding comfort, excellent ergonomics and sporty seating experience of the Recaro Classic Line for the brand's fans, is also used exclusively for the merchandising articles.

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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 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.

The Recaro Automotive merchandising collection is available both at the IAA and online in the official Recaro Automotive Fanshop at <https://shop.recaro-automotive.com>.

Text, image material and further information for download at:
www.recaro-automotive.com/de/recaro/presse-medien



"Initial Edition" with exclusive merchandising items from Recaro Automotive: Silhouette T-shirt combining elements from the various collections.

Source: Recaro Automotive



"Initial Edition" with exclusive merchandising items: mug from the Classic Collection of Recaro Automotive.

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