

PRESS INFORMATION

Recaro seats for Classic Cars at the IAA 2021 in Munich

Kirchheim/Teck, September 6, 2021 - None other than multiple world champion racer Walter Röhrl assisted Recaro Automotive in the development and design of a new product family: with its Recaro Classic Line, the brand is making good on the desire of many classic car enthusiasts, collectors and drivers for original seats with retro flair and state-of-the-art features. At the IAA from September 7 to 12, 2021, visitors to the Motorworld joint booth in hall B4 will have the opportunity to get to know and test-drive selected models of the Classic Line.

The Recaro Classic Line includes the two heritage seats Recaro Classic LX and LS, which are a new edition of the Recaro classics from 1984. The retro seat Recaro Classic Pole Position (ABE) is a modern racing shell with a classic look. All three seats bear the "Approved by Walter Röhrl" label, with which the legendary racing driver endorses the outstanding product characteristics with his name. The Classic Pole Position (ABE) is presented in the upholstery variants Pepita fabric/leather and cube cord/leather.

In addition, there are also products from the automotive lifestyle portfolio for lovers of classic vehicles. These include the high-quality office chairs of the **Recaro Office Line**: these appeal to fans of the brand who do not want to miss out on the famous feel of Recaro seats in their own four walls or at work.

The premium manufacturer rounds off its lifestyle range with attractive **merchandising items** from the brand new Recaro Automotive Collection: The **Classic Collection** offers a loop scarf, mug and notebook in the "Initial Edition" and, in its design, picks up on the retro charm of the Recaro seating classics from 1984 and their striking Pepita look. The "Approved by Walter Röhrl" label is also used exclusively for the merchandising articles. They are available online in the official Recaro Automotive Fanshop at <https://shop.recaro-automotive.com>, as are the classic office chairs.

CONTACT

Media:
Romi Diana Doser
Mobile: +49 (0)172 9705802
presse@recaro-automotive.com

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

RECARO Automotive in Social Media



With the Classic Line, Recaro Automotive appeals to an audience that loves classic cars, enjoys driving and is fascinated by technology, tradition and craftsmanship in its purest form. Especially for vehicles built 30 to 40 years ago, i.e. young classic cars as well as older youngtimers, the brand has seen a high, continuously increasing demand for matching seats in recent years. Popular car models such as the VW Beetle or Golf I and II, BMW 3-series, Mercedes 190 or Audi quattro can now be equipped with new editions of the classic seats. Recaro products thus contribute to improving safety, comfort and ergonomics with stylish design and a sporty seating experience.

Recaro Automotive is very proud to have won Walter Röhrl, one of the greatest rally drivers of all time, as a partner for the Classic Line. As part of the product development process, the multiple rally world champion contributed his extensive wealth of experience and advised the seat manufacturer on the design and selection of cover materials. "In 2020, it has actually been 50 years that I have been on Recaro," said Röhrl. "The seats convinced me right from the start. That's why I've always remained loyal to the brand, not only in rallying but also in my private road vehicles - there's nothing better for me." This trust is reflected in the "Approved by Walter Röhrl" label that all three Classic seats bear.

While the Recaro Classic LX and Classic LS focus on comfort and ergonomics – through features such as individual seat depth adjustment, an optimal seat climate, pronounced side bolsters and a under-paddable lumbar support – the Classic Pole Position (ABE) concentrates on the best body support for a sporty, dynamic driving performance. The racing shell made of glass-fiber-reinforced plastic has belt feed-throughs for 3- and 4-point belts, interchangeable seat and backrest cushions, and also an under-paddable lumbar support. All Classic seats are manufactured in Kirchheim/Teck, Germany, and are available in Pepita fabric/leather, cube cord/leather, check fabric/leather and full leather cover options.

Text, images and further information available for download at:
www.recaro-automotive.com/en/recaro/press-media



With its Recaro Classic Line, Recaro Automotive is fulfilling the desire of many classic car enthusiasts, collectors and drivers for original seats with retro flair and state-of-the-art features.

Source: Recaro Automotive



All seats of the Recaro Classic Line are manufactured in Kirchheim/Teck, Germany, and are available in various cover options.

Source: Recaro Automotive

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