

Press release

RECARO Days Nürburgring 2009

Recaro braves crisis – and even attempts to set a record

Kirchheim / Teck. Recaro battles against the current economic crisis and retains the successful event series “Recaro Days”. In the sixth year of this vent, an attempt to set a record with the “the longest queue of Golf cars in the world” begins.

The Southern German seat manufacturer focuses on the succesful event series Recaro Days during the economic crisis of 2009. With over 100 years of business in the automobile industry, Recaro sees itself as well positioned, in spite of the global recession. It is beneficial for the family enterprise, that it is not only active as supplier in the financially strapped automobile industry, but owns a second source of income retrofitting seats and child car seats.

Thousands of visitors on June 20th and 21st will be attracted to the Nürburgring by the numerous activities, topics, events exhibitions and information on the subject ‘Car & Lifestyle’. The unique event will take place for the third time at Germany’s most famous racetrack. Automobile enthusiasts can seek information from the professionals as well as get involved in one of the numerous motorsport activities such as the 1/8 mile racing, show acts and party on the pit roof.

In addition to the activities of the Recaro Days, the attempt to set a record will begin for the longest Golf queue of the world: the old record of 1987 was five kilometers of Golfs. One prominent participant has already applied: the former Rallye European Champion Armin Schwarz. Schwarz started his motorsport career driving a Golf, which is why he was immediately keen on the attempt to set a record. All participants that attempt to set the record are in with a chance to win an exclusive ride with a professional race driver from the Rallye World Championship.

Figure 1: Logo Recaro Days



For the editorial office:

Number of signs (incl. blanks): 1,835

Press Contact:

Romi Diana Doser

Telephone: +49 (0) 70 21 / 93- 54 81

E-Mail: Romi.Doser@recaro.com

RECARO-PR

17th June 2009

About the company:

Recaro is an independent company in the internationally active Keiper Recaro Group which operates at a total of 34 locations world-wide. Around 8,400 people are employed in the three divisions Keiper, Recaro and Recaro Aircraft Seating in the manufacture of high quality products in the field of mobile seating for vehicles and aircraft. The group achieved sales of approximately 1.2 billion Euros in 2008.

Recaro is a well established company; founded in 1906 by master saddler Wilhelm Reutter initially as a body factory. Today, Recaro can look back on over 100-years of company history. Reutter produced car bodies for vehicles such as the Porsche 356, VW Beetle, BMW 328, Horch and many other well-known brands. The Recaro brand evolved from combining the name REutter with CAR body. The first Recaro sport seat was presented in 1965. After the merger with the Keiper company in 1969, Recaro operated as an independent member of the Keiper Recaro family and is constantly redefining mobile seating with revolutionary innovations.