

Press Release

Schmid becomes Director Sales & Marketing of seat manufacturer Recaro

From 1st of August Bodo Schmid, 37, has been appointed to lead the Sales and Marketing Division of seat manufacturer Recaro, succeeding Claus Scheufele.

Schmid began his career several years ago at Recaro as Technical Project Manager and Key Account Manager, before being assigned to Recaro North America as Director of OE Sales. Prior returning to Recaro, Schmid has more recently gained experience as Director Sales / Marketing at Westfalia-Automotive and Sales Director at Festool.

Figure: Bodo Schmid, Director Sales and Marketing of Recaro



For the editor:

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About the company:

Recaro is an independent company in the internationally active Keiper Recaro Group which operates at more than 30 locations world-wide. Around 8,300 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.