

## Press Release

### Recaro Original Equipment

## IAA Premiere: Automobile Manufacturers Focus on Customisation

**Kirchheim, September 2009. To address customers' wishes for individuality, automobile manufacturers are increasingly offering the option of ordering Recaro seats when purchasing a vehicle. Mazda and Land Rover will be unveiling IAA premieres as they show customers the option of interior equipment from Recaro.**

The environmental friendliness and the customisation of cars are rapidly becoming the most significant megatrends in the automotive industry. The vehicles on display at the IAA reinforce this development: environmentally friendly concepts and the growing demand for individual equipment options are both being showcased. Recaro has also recognised this trend and its brand-name seats are increasingly being offered directly by automobile manufacturers as an option.

Numerous queries from end consumers as to whether Recaro seats are available for a certain vehicle enabled Recaro to identify this trend toward individual interior equipment. Recaro is the only seat manufacturer worldwide operating in the both the automotive supplier industry and the retrofit market, thus identifying the needs of end consumers early on and implementing them.

“This development was impossible to miss, which is the reason we decided to integrate automobile manufacturers and offer Recaro seats directly through OEM specialist shops,” explains Bernhard Strunk, the managing director of Recaro. Until then, there were only two possibilities for customers to equip their vehicles with original Recaro seats: firstly, through the series equipment of a vehicle, and secondly by retrofitting, where the customer lets his vehicle be rebuilt at a Recaro specialist shop. The new, third way now lets car buyers order Recaro seats directly upon the purchase of their vehicle, for example with the MX5 from Mazda. Now Recaro seats are also available for the Land Rover Defender at an extra charge.

“The significance for the third way of selling our car seats as a customer-oriented answer to the customisation development is enormous,” continues Strunk. “The vehicle manufacturers appreciate our experience and advice on the wishes of end consumers. Some manufacturers are already preparing to also offer seats from their performance vehicles as an option in their series vehicles.”

**Figure 1: Mazda MX5 interior with Recaro seats**



**Photo: Mazda Motors (Germany) GmbH**

**Figure 2: Recaro seat for the Land Rover Defender**



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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.