

Press Release

RECARO Young Line

A son like his father – only better! The new RECARO Start 2.0.

Marktleugast / Germany, September 2009. The first child safety seat launched by Recaro in 1998, will be presented with its latest characteristics.

The Recaro Start has been on the market for ten years and continues to be a leader in its field. It revolutionised the child safety seat market in 1998 as one seat for children between 9 and 36 kg, constructed with an aluminium frame.

The RECARO Start is unique in the field of child safety seats. The seat 'grows with the child' and the aluminium frame has a variable height and shoulder width, and seat cushion length, which ensures an ergonomic and comfortable sitting position. The integrated speakers in the headrest, which enable the child to listen to its own audio programme was a unique selling point in 1998 and continues to be as popular today.

The open construction and breathable fabrics in excellent Microfibre, Bellini or Airmesh provide a comfortable seat climate and the correctly shaped fixed headrest provides better support and comfort when resting as well as additional protection in the case of a side-on collision.

The revised RECARO Start 2.0 is constructed for children of the ECE-groups II and III (15 to 36 kg) and compromises all the

features of its predecessor. The modified belt guide allows improved belt routing which results in more comfort for your child. Due to the new shape foam parts of the Start 2.0, this child safety seat is visually distinctive. The tilt adjustment easily sets the recline on the seat for children of ECE Group II (15 – 25 kgs).

The RECARO Start 2.0 is available in eight different cover choices, which are removable and machine washable at 30°C.

Safety, ergonomics and comfort – from the start with RECARO

Figure 1: RECARO Start 2.0 “Black/Aquavit”



For the editor:

Number of signs (including spaces): 1.711

Press Contact:

Mrs Bianca Langheinrich-Keim

Phone.: +49 (0) 92 55 / 77-24

E-Mail: Bianca.Langheinrich-Keim@recaro.com

RECARO-PR

September 15th 2009

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.