

Press Information

Recaro at new.New Festival 2018 in Stuttgart

Innovation “Made in Baden-Württemberg”

Stuttgart, Germany. Recaro welcomes high-ranking visitors: during their inaugural walking tour of Stuttgart’s new.New Festival on October 8, 2018, Baden-Württemberg cabinet minister Nicole Hoffmeister-Kraut and Stuttgart mayor Fritz Kuhn were impressed by the innovative spirit of the Recaro Group. Recaro is presenting itself at Germany’s biggest innovation festival until October 10, 2018, with team members using workshops to exchange ideas on the possibilities of digital transformation with start-up entrepreneurs and other experts.

During their walking tour, Nicole Hoffmeister-Kraut, Baden-Württemberg’s Minister for Economics, Labor and Housing, and Mayor Fritz Kuhn of Stuttgart were greeted by Martin Putsch, Shareholder and Chief Executive Officer of the Recaro Group, and Dr. Oliver Krockenberger, Chief Executive Officer of Recaro eGaming. Martin Putsch used the opportunity to highlight the great value placed on the culture of innovation at the internationally successful Recaro Group: “As mid-level entrepreneurs, we’ve always engaged ourselves with the latest technologies and social trends, the results of our research has been implemented in our products. This culture of innovation is also the reason why we’re here today, pursuing an exchange of ideas with the start-up scene and digitalization experts.”

This year's founding of the new Recaro eGaming division shows how the start-up spirit can be combined with the know-how of an established company. At the new.New Festival, the company is presenting on the one hand the latest innovation from the Recaro brand: the newly developed Recaro eGaming Seat. On the other, company representatives will use the "Gaming Focus" workshop to explore what can be learned from gaming and how this can be applied in other areas like the workplace, and how the overall interplay between user and seat can be further optimized.

Their colleagues from Recaro Aircraft Seating are also offering a workshop, entitled "Connected Seating," which explores the ways that predictive analytics and data management can be used to augment the travel experience for passengers while also improving services for airlines.

The Recaro Group comprises the independently operating divisions Recaro Aircraft Seating in Schwäbisch Hall, Recaro Child Safety (child car seats) in Marktlegast and Stuttgart, Recaro eGaming in Stuttgart as well as the Recaro Holding located in Stuttgart. The Group's consolidated sales amounted to 540 million euros in 2017. Currently the Group employs more than 2,400 employees at its locations around the world.

The automotive seating business is operated by the licensee Recaro Automotive Seating.

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