

Press Information

Active brand management by Recaro Holding

Official Recaro merchandising shop goes online

Stuttgart, Germany. Recaro, a seating brand known throughout the world, has been offering an official merchandising range since the end of April 2021. The new web shop at <https://recaro-shop.com> features a wide selection of premium-quality products in the categories of Apparel, Accessories, Home & Lifestyle, and Sport & Travel. Development of this official range of Recaro merchandising products is an important component of the active brand management that is being intensively cultivated by Stuttgart-based Recaro Holding.

“Many fans of the Recaro brand have long awaited this opportunity. With the launch of our new Recaro merchandising shop, we are now offering our customers premium-quality Recaro apparel and accessories,” explains Hartmut Schürg, Chief Brand & Design Officer at Recaro Holding. “We have transferred the high standards of our Recaro seats to our first merchandising collections, developing products that feature timeless design, exceptional quality, and outstanding functionality.”

The official Recaro online shop offers products in four categories: Apparel, Accessories, Home & Lifestyle, and Sport & Travel. The three collections of Originals, Classic, and Urban are intended to address various Recaro target groups, appealing to those who have already

come into contact with the brand in the existing business areas of Automotive, Kids, Gaming, and Aircraft Seating. These target groups include young car enthusiasts as well as classic car aficionados, business travelers, sports fans, and gamers. “With our wide range of merchandising products, we are also looking to get new customers interested in the brand. With our merchandising shop, we are creating another point of contact with the public as well as more visibility for the brand through the products,” Hartmut Schürg says.

Recaro merchandising as a profit center

Within Recaro Holding, Recaro merchandising will be operated as a profit center, functioning in a manner that is both market and cost oriented. This new unit was established in an extremely agile fashion, with the entire process taking about a year. It was accelerated by a young in-house team consisting of the two Corporate Merchandising Managers Karolina Kern and Salome Sämman. “At the Recaro Holding headquarters in Stuttgart, we design our products with great attention to detail. We are launching three collections as a first step, but we are already working on expanding our portfolio,” Salome Sämman explains. The products will initially be available only in Germany. “However, we will begin offering our product range in other countries in Europe in just a few months. By the end of the year, we want to be available worldwide,” Karolina Kern adds.

Active brand management at Recaro Holding

The new merchandising range is part of the active brand management at Recaro Holding, which, as licensor of the Recaro brand, is continuously engaged in the development of new business areas. “We track product innovations and market trends as well as examine business models and market potential. In addition to the economic aspects, we pay particular attention to ensuring that the potential business areas are a good match for the expertise and strengths of the

brand,” Hartmut Schürg says. “In the selection of applications, we always put our focus on the ability of Recaro to help improve our customers’ performance through innovative seating solutions.”

Other Recaro merchandising products

In tandem with the official Recaro merchandising shop at <https://recaro-shop.com>, the official Recaro Automotive fan shop has also gone online at <https://shop.recaro-automotive.com>: the collection, which includes premium-quality clothing and accessories, is geared toward performance drivers, classic car enthusiasts, and motorsport fans.

About the Recaro Group

The Recaro brand traces its roots back to Karosseriewerk Reutter, a car body manufacturing company founded in Stuttgart in 1906, from which seat specialist Recaro emerged in 1963. The Recaro Group comprises the independently operating divisions Recaro Aircraft Seating in Schwäbisch Hall and Recaro Gaming in Stuttgart as well as the Recaro Holding located in Stuttgart. The Group’s consolidated sales amounted to more than 300 million euros in 2020. Currently the Group employs more than 2,200 employees at its locations around the world.

The Recaro brand is represented in the automotive seating business area by the licensee Recaro Automotive and in the child seat and stroller business area by the licensee Recaro Kids.

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