

Press Release

RECARO ANNOUNCES STRATEGIC PARTNERSHIP WITH AVOVA TO ELEVATE CHILD SAFETY SEATING

STUTTGART/ULM, Germany, January 18, 2024 – RECARO, a global leader in premium seating solutions, announces its new collaboration with AVOVA, a company specializing in the development of award-winning premium child car seats.

AVOVA's track record in creating cutting-edge child car seats aligns seamlessly with the commitment of excellence and innovation experienced in RECARO products. This partnership marks a significant milestone for both companies, as they join forces to set a new standard in child safety seating. It covers the development, production and global distribution of premium child seat and strollers under the RECARO brand name.

The RECARO child safety brand will gradually be re-positioned. The new brand profile will be aligned with the rich and exciting history of the longtime established business divisions RECARO Automotive and RECARO Aircraft Seating. With a modern and distinctive product design, fresh and unique colors, appealing materials and strong focus on parents needs the brand will expand its position in the market.

"We take a lot of pride in our premium seating products, and child safety seating is no exception," said Dr. Mark Hiller, CEO of RECARO Holding and RECARO Aircraft Seating. "This new partnership with AVOVA will help better protect children while

making their journey more comfortable and pleasant. I am confident that we are embarking on an exciting journey of innovation and top-tier product development."

Recognizing the importance of child safety seating as a main driver for design, RECARO products are a direct translation of its core values safety, quality, and ingenious design into successful products that resonate with consumers worldwide.

"We look forward to collaborating with our new partner, and I am confident that, together, we can elevate the RECARO brand and provide an enhanced product portfolio that sets a new standard in seating," said René Dankwerth, Chief Business Development Officer at Recaro.

The partnership between RECARO and AVOVA aims to provide parents with a new standard of assurance and children with an enhanced level of comfort and enjoyment during their journeys.

"RECARO as brand is both an aspiration and an obligation. Here's to creating an even safer, more feature-packed and premium quality product line-up that parents will trust and children will enjoy. The RECARO child safety product line will be launching exciting new products, that will be answering the parents needs for ergonomics, safety and child protection. Our goal is to establish both AVOVA and RECARO with very clearly defined product ranges and brand profiles among the most desirable child safety and parenting brands worldwide," says Joe Qiu, Managing Director AVOVA GmbH.

Founded in 1998, RECARO Kids leverages more than a century of seating experience from its parent company, RECARO, to design child seats that prioritize the protection and comfort of younger passengers.

About AVOVA

Founded in 2017 by passionate; young and experienced child safety experts AVOVA has established itself in the child safety and family mobility market with award-winning products in just a few years. The products are characterized by uncompromising safety, timeless design, highest quality as well as the use of innovative materials and lightweight design. In the interests of sustainability, most products for the European market are manufactured in Germany.

For more information please visit www.avova-childcare.com.

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About RECARO Group

The RECARO Group comprises the independently operating divisions RECARO Aircraft Seating in Schwaebisch Hall, Germany, RECARO Gaming located in Stuttgart, Germany, and Growag located in Grodzisk Wielkopolski, Poland. The Group's consolidated sales amounted to nearly 425 million euros in 2022. Currently the Group employs more than 2,500 employees worldwide. For more information, please visit www.recaro.com.

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 AVOVA GmbH.

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