

## Press Information

**Recaro exhibition at the Design Center Stuttgart**

### **Design as a key factor in Recaro's success**

**Stuttgart, Germany. On September 26, 2013, the “Fascination Recaro – Ingenious Design” exhibition was opened at the Design Center Stuttgart. The presentation – part of the “In( )sights” exhibition series – provides insights into the tradition-steeped Recaro brand, that has distinguished itself for years by its exceptional design and innovation expertise.**

What is good product design? How has the Recaro brand successfully applied design over the years? These are questions that the “Fascination Recaro – Ingenious Design” exhibition in the Design Center Stuttgart “In( )sights” series sets out to answer. Hartmut Schürg, Chief Brand and Design Officer of RECARO Holding, explains: “The presentation impressively demonstrates what makes Recaro design so successful. We summarize this in the term: ‘Ingenious Design’, which we understand as the perfect combination of ergonomics, function and aesthetics. This three-way combination can be found in every Recaro product – it is part of the brand DNA. Numerous design awards bear witness to the success of our work.”

“Ingenious Design” as a formula for success has always been a core element of Recaro products. In 1965 the sport seat with foam upholstery and ergonomic side support revolutionized automobile seating. In 1998, the Recaro start was the world's first child car seat

that could be perfectly adapted to the age and size of the child. A current product example is the BL3520 aircraft seat. Thanks to high-tech materials and intelligent solutions, including the patented literature pocket and the netting material in the backrest, it combines maximum living space and comfort with low weight.

The Recaro exhibition sheds light on the tradition and future of the brand – and on its specific performance in developing car, aircraft and child seats. These aspects are highlighted by 13 exhibits which illustrate the wide spectrum of more than one hundred years of design tradition.

The “Fascination Recaro – Ingenious Design” exhibition by the Design Center Stuttgart runs from September 27, 2013 to October 26, 2013 in the “Haus der Wirtschaft” at 19 Willi-Bleicher-Strasse in Stuttgart. Opening times are Mondays to Fridays (except public holidays) from 11 a.m. to 6 p.m., and the entry is free.

*The Recaro Group comprises the independently operating divisions Recaro Aircraft Seating in Schwäbisch Hall and Recaro Child Safety (child car seats) in Marktleugast. The Group’s consolidated sales amounted to more than 350 million euros in 2012. Currently the Group employs more than 1,800 employees at its locations around the world.*

RECARO-PR

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