

Press Release

RECARO Shop Expands to United States, Great Britain and Switzerland

Stuttgart, Germany, August 17, 2022 – The Recaro Shop is now shipping to three new countries: the United States, Great Britain, and Switzerland. Originally launched in 2021, the Recaro Shop features a wide variety of branded products for fans of all ages.

The shop includes its bestselling Originals and Performance collections, as well as a Classic collection that features a motif closely connected to the Recaro history. Prominent designs featured in the latter collection are the iconic Pepita pattern or the Spectrum fabric used at the beginning of the brand's history for automotive seats.

Since then, Recaro has expanded outside of automotive seating to include gaming, aircraft, and kids seating options. Today, the brand is recognized worldwide for their premium design and performance in all business areas. Because of this successful history, Recaro wanted to pay homage to design features from over the years through merchandise and lifestyle products.

Now, enthusiasts in 30 countries have access to purchase items from an authentic collection of products created by Recaro. With over 80 items in the online portfolio, shoppers can purchase a broad range of products to show their enthusiasm for Recaro while staying up-to-date on current fashion trends. From the ever popular Spectrum t-shirt, to athletic gear, accessories, and lifestyle essentials, each piece is purposefully designed to elevate the Recaro brand.

“The love for Recaro spans continents and generations, which is why many fans have been eagerly waiting for this day,” said Dr. Mark Hiller, CEO of Recaro Holding and Recaro Aircraft Seating. “From sustainably-created reusable water bottles to automotive seats, our commitment to offering premium products never wavers.”



To view the entire collection, visit the [official Recaro fan shop](#).

About Recaro Group

The Recaro Group comprises the independently operating divisions Recaro Aircraft Seating in Schwaebisch Hall and Recaro Gaming in Stuttgart as well as the Recaro Holding located in Stuttgart. The Group's consolidated sales amounted to nearly 270 million euros in 2021. Currently the Group employs more than 2,200 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 Recaro Kids.

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