

PRESS RELEASE

Marktlegast, 27.10.2014

Safety meets style –

German Design Award 2015: Two Recaro products were awarded winner in the category „Excellent Product Design“

The infant carrier Privia and the Recaro fix base have convinced the jury of the German Design Awards 2015 and were awarded the “Excellent Product Design” award which emphasizes the balance between ergonomics, functionality and aesthetics, typical for Recaro products.

The jury focused on the design and the usability resulting from it, which were the winning aspects for Recaro. With the Privia as well as the Recaro fix the Recaro team was able to combine appealing design with intuitive, comfortable and safe handling. The Recaro SMARTfit system ensures easy every-day usage for parents and guarantees comfort as well as maximum safety. SMARTfit lines prevent misuse and mistakes when mounting the infant carrier onto the Isofix base. A clearly visible display on the Recaro fix base signalizes the correct installation in the car. Taking both products out of the car is achieved with simple movements which reduces back strain. The Privia is comfortable to carry due to the ergonomic design of the handle and a weight of only 3.7 kilograms.

Winning the German Design Award 2015 confirms that Recaro makes it possible to combine the best of ergonomics, functionality and aesthetics. This ingenious design is part of every Recaro product. Furthermore the awarded products stand out in terms of safety. The German Stiftung Warentest awarded the Privia in combination with the Recaro fix base Test Winner („Test“, issue 06/2014). The total rating of 1.3 („Very Good“) is the best test result that a child safety seat has ever received from the institution.

German Design Award

The German Design Award is the international premium prize from the German Design Council. Prizes are awarded to high-quality products and projects from product and communications design, design personalities and newcomers for their pioneering contributions to the German and international design landscape. The goal of the German Design Award is to discover, present and award prizes for exceptional design trends.

RECARO Child Safety GmbH

RECARO Child Safety, located in Franconian Marktleugast with branches in 4 countries, is an independent operating subsidiary of the RECARO Group.

The RECARO Group also encompasses the division Recaro Aircraft Seating (aircraft seats) in Schwäbisch Hall as well as the RECARO Holding located in Stuttgart. The Group's consolidated sales amounted to more than 382 million euros in 2013. Currently the Group employs more than 2,000 employees at its locations around the world.