

PRESS INFORMATION

Push the pedal to purchase: Recaro Automotive expands online store and presents special promotions for Essen Motor Show

Can't get any faster: In the official web store of Recaro Automotive, selected original seats and lifestyle products are just a click away. And starting with the Essen Motor Show, there are two more reasons to rejoice. The seat manufacturer is expanding its online portfolio to include aftermarket seats from the popular Classic Line and is offering fans attractive trade show specials when they buy on site.

Essen, Germany – December 02, 2022 – Sometimes you have to go straight to the source: For some time now, Recaro's official automotive web store (www.shop.recaro-automotive.com) has been offering selected original car seats, swivel chairs, outfits and accessoires. Starting with the Essen Motor Show, the shop will now also include the retro-styled aftermarket seats of the Classic Line. Additionally, there will be attractive incentives during the event to get hold of a Recaro Original directly at the stand. At Booth 3A25 in Hall 3, the industry leader invites visitors to try out and admire the seats.

Vintage via Web. Just in time for the start of the Essen Motor Show, Recaro fans can now order all the Classic Line aftermarket seats in the online store and have them delivered to their homes. The Classic Pole Position (ABE), Classic LX and LS are successful reissues of the iconic Recaro seats from the 1980s. With their iconic design and high-quality cover materials, they perfectly match the interiors of vintange and newer classic cars.

Trade fair promotions for the Essen Motor Show. It's the perfect opportunity for determined fans: During the high-octane trade fair, Recaro offers special bundles and bonus goodies for the Recaro Automotive online store for anyone who buys a seat directly at the

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RECARO Automotive in Social Media



booth. This way, both vehicle and driver make a statement for ultimate performance. The purchase will be handled on site by the Recaro team.

An overview of the promotional products and bonuses:

- **Shell seats:** With selected shell seats – e.g. Pole Position (ABE), Profi SPG, Pole Position FIA or Pro Racer – the customer gets a fixed sidemount free of charge as part of a bundle.
- **Classic range:** Those who choose Recaro Classic seats or Classic Lifestyle swivel chairs will receive a 100€, respectively 150€, voucher for merchandising articles of the Recaro Automotive Classic Collection.
- **Dynamic Lifestyle swivel chairs:** People who choose to pick up a Cross Sportster CS Star or Speed Star receive merchandise vouchers worth 150€, respectively 75€, for items from the new Dynamic or Race Merch Collection.

Further details on the individual promotions are available from the Recaro Automotive Team on site.

Find more seats – and additional insights into the brand's extensive lifestyle world – in the official Recaro Automotive Fanshop at <https://shop.recaro-automotive.com>.

More information and download of images:

<https://www.recaro-automotive.com/en/recaro/press-media>



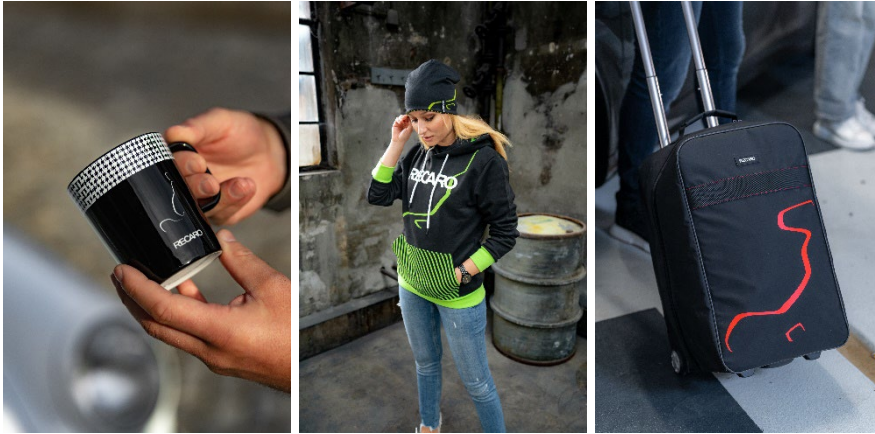
Just in time for the start of the show, the Classic Line of automotive seats (with their iconic pepita, plaid and cube cord designs) is now available for online purchase from the official Recaro webshop (store.recaro-automotive.com).

Source: Recaro Automotive



Recaro is offering attractive special offers for its portfolio at the Essen Motor Show. For example, anyone who decides to buy a Classic Lifestyle swivel chair straight at the booth will receive a voucher for merchandising articles from the Recaro Automotive Classic Collection.

Source: Recaro Automotive



The merchandising vouchers from the Recaro trade fair promotions can be applied to the lifestyle products in the Classic, Dynamic and Race Collection (from left to right). In this way, Recaro fans can make a statement for ultimate performance outside of the cockpit as well.

Source: Recaro Automotive

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About Recaro Automotive:

The world's leading automotive seating brand, Recaro Automotive, specializes in creating innovation, safety, comfort, and quality in automotive seating. We have 500 employees operating in 3 assembly plants in 3 countries worldwide producing and delivering premium quality automotive products by using the brand Recaro under a license of the Recaro Holding for dynamic, racing, comfort, commercial, and major OEMs. From complete seating systems to individual components, our expertise spans every step of the automotive seat-making process. Our globalized integrated, in-house skills allow us to support our product creation from research and design all the way to engineering and manufacturing while maintaining a global premium brand presence.

To learn more, please visit [recaro-automotive.com](https://www.recaro-automotive.com).