

RECARO Company History and Philosophy

1906

32-year-old saddle master Wilhelm Reutter founds the company "Reutter, Wilhelm, Saddler" in Stuttgart to serve the up-and-coming Stuttgart automobile industry (Bosch, Maybach, and Daimler).

1910

The business of the master saddler flourishes, and in 1910 the company name becomes "Stuttgarter Karosseriewerk Reutter & Co" (Stuttgart Coach Factory of Reutter & Co).



1912

In his workshop, Reutter develops the patented "Reform Coach," which later becomes known as the cabriolet.

1912 - 1962

Reutter produces coaches for Daimler-Benz, as well as many companies that have long been forgotten. However, Reutter becomes closely aligned during this period with icons of the automobile industry who will never be forgotten.

In 1935, Professor Ferdinand Porsche commissions Reutter construct the prototypes for the VW Beetle. After WWII, the Porsche and Reutter companies continue to work closely together.

In 1949, Reutter receives an order from Porsche to produce 500 coaches for a new sports car, and the Reutter company becomes famous worldwide with the introduction of the Porsche 356.

Reutter is also involved during this period with both BMW and the German Postal Service. The coach for the BMW 328 sports car is produced by Reutter, as well as coaches designed to meet Postal Service needs.



1963

Porsche acquires the entire Reutter coach factory, along with its 1,000 employees.

The Reutter seating division, with its 250 employees, is not part of the acquisition, and continues to autonomously produce seats and reclining seat braces for the automotive industry. The independent seating company's name, RECARO, is derived from a play on two words – Reutter and CAROsseries (coaches).

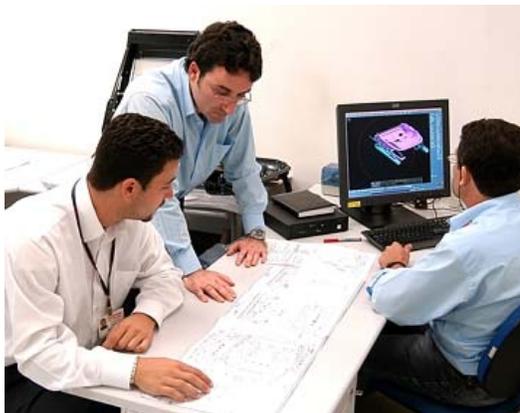
That same year, Porsche commissions the RECARO company to begin the exclusive production of all Porsche vehicle seats.



1964 - Present

RECARO designers, working closely with experts in medicine, ergonomics, and biomechanics develop automotive crash tests and define the limits of loads on the human body.

As a result of extensive testing and increasingly intensive collaboration with university scholars and specialized physicians, RECARO amasses a store of knowledge and experience that uniquely position the company as the foremost authority worldwide on seating ergonomics and safety. This knowledge also enables RECARO to formulate answers to the questions "How should people sit?" and "How is the body correctly supported?"



1965

RECARO develops the first seat worldwide with a lateral guide (the world's first "sport" seat), and introduces it at that year's Automobile Exhibition.

1968

RECARO introduces the first seat worldwide with adjustable shoulder support to the market.

1968

RECARO introduces head supports for automotive seats (initially as an option, but standard since 1973 in every RECARO seat).

1971

World innovation: the first vehicle seat with an integrated seat belt is introduced by RECARO at the Automechanika.

RECARO enters the arena of airline seating the same year and begins the production of airline passenger seats.

1973

RECARO offers an anti-submarining seat upholstery guide, a boilerplate document for preventing an occupant from sliding under the seat belt during an accident.



1973

RECARO introduces a full-shell seat structure of sheet steel, a worldwide innovation in automotive safety.

1976

The first RECARO full shell motor sport seat, the RECARO Profi, is introduced.

1977

RECARO introduces key ergonomic innovations with pneumatic lumbar supports (the Airmatic System®), seat surface extensions, and adjustable side faces for the seat bottom and backrest.



1977

RECARO introduces the electrically adjustable backrest.

1982

RECARO introduces seats with stereo loudspeakers integrated in the head rests.

The same year, RECARO also builds its first JIT plant in Bremen to supply complete seat mountings for the new Mercedes 190.

1984

RECARO introduces the first vehicle seat worldwide with side bracing on both sides.

1984

RECARO introduces the CSE comfort seat model, with memory functions.

1986

RECARO releases the first seat for taxi drivers with breathable upholstery.



1989

RECARO spearheads innovation in the field of automotive seating materials with the plastic back shell of the sports seat model A8.

1990

RECARO introduces the first taxi passenger seat with the patented RECARO vent system® for improved passenger comfort.

1991

RECARO introduces the Variomed model, the first automotive seat to offer asymmetrical adjustments.

1994

RECARO releases a new generation of aftermarket seats with the "Trend," "Style," and "Sport" models. Each model is available in either standard "Sportline" or deluxe "Topline" configuration.

All models incorporate adjustable lumbar support, seat cushion extensions, aggressive side bolsters, contoured shoulder support, and the RECARO innovation of bearing-mounted seat cushions to minimize the transmission of road vibrations through the seat.



Topline models add the RECARO Climate Package (vent and heat) and electric height and seatback recline features.

1996

RECARO introduces the first racing shell worldwide with head protection. With the new "Pro Racer" racing shell, RECARO revolutionizes safety standards in professional racing sport.

1998

RECARO begins producing seats for the entire Audi sport series, including the S3, S4, and S6 models.

1998

Together with the KEIPER company, RECARO develops the rear seating system for the Maybach.



1998

Aston Martin commissions RECARO to develop seats based on the RECARO "Trend" seat model for use in the DB7.

1999

RECARO develops ModuLine - a system of standardized construction elements to enable the upgrading of series seat structures.



2000

RECARO begins collaboration with Opel OPC to develop OPC-specific sport seats, beginning with the Opel Zafira OPC.

2001

The introduction of the RECARO karting seat.

2002

RECARO releases INCASE (Intelligent Car Sensing), a new passenger weight and position detection system developed together with the Sartorius company.

2002

RECARO offers a racing shell tailored to the HANS ("Head And Neck Support") system, used in professional racing to protect drivers during severe accidents.



2003

RECARO introduces a new hybrid lightweight seating concept for the first time at the IAA.

2004

RECARO introduces the first universal side air bag seat worldwide, which can be retrofitted into different vehicles without difficulty and with ABE.

2004

RECARO releases the lightest serially-produced seat in the world at the time, the carbon shell seat of the Porsche Carrera GT.



2005

New RECARO lightweight hybrid seating is adopted for series production in the VW Golf R32 and the Audi RS4.

2006

RECARO celebrates its 100-year anniversary with representatives from politics, industry and professional associations, at its birthplace in Stuttgart.

RECARO, in collaboration with the Swiss company Rinspeed, presents a prototype automobile seat made of a gel mass, which



conforms perfectly to the body, and which one day may become a production reality.

Today

RECARO continues to exceed the most difficult demands of the automotive industry and to re-invent the mobile seat through innovations that are both evolutionary and revolutionary.

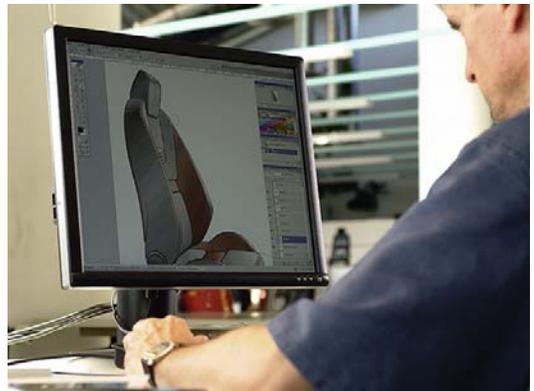
RECARO is now the seating supplier for top models from Porsche, Aston Martin, Ferrari, Lamborghini, Audi, Opel, Ford of Europe, and Volkswagen.



RECARO aftermarket and racing seats enjoy world renown as the safest, most comfortable, and highest quality choices available.

The Future

RECARO is in the process of developing a future seat that will automatically adapt to any person. Regardless of whether he is short or tall, thin or heavy, the seat will automatically adjust to the correct ideal position for the individual.



This is no utopian fantasy. The seat is already approaching reality, thanks to the relentless development of many novel ideas combined with decades of previous research and experience.

RECARO Philosophy

RECARO continually strives to extend its position as a name that has become a mark of trust, a benchmark for quality, a symbol for value, and a synonym for luxury in its purest form.

The company’s mission statement – “to be the best, in the development, production, and distribution of premium seating systems, and experts in ergonomics, styling, quality, safety, and innovation” – perfectly describes the RECARO philosophy. This philosophy directs



the efforts of the company and its employees, and is reflected in the design and execution of every RECARO product.

RECARO is more than just a manufacturer of ergonomic and sport seats. More than luxurious creations, RECARO products impart a sense of owning something genuinely special in today's commodity-oriented society. This is RECARO's recipe for success, and it is based on such authentic, binding values as maximum professionalism, absolute customer orientation, commitment to innovation, ecological ethics, and process stability. These values combine to achieve high brand credibility.



Through the company's commitment to excellence, RECARO buyers invariably enjoy the benefit of how flawlessly their RECARO seats function. Although the intrinsic quality of RECARO is "understood" whenever owners experience the top quality materials that engage their senses, it becomes genuinely tangible each time they enjoy the superb craftsmanship that transforms quality into lifestyle.

Brand credibility is a key component of RECARO company culture. RECARO enjoys a clear identity and well-defined vision of brand performance, creating a competitive edge in the automotive supply industry. Consumer awareness has developed to such an extent that vehicles are perceived as quality products only when equipped with the right components, with RECARO seating being a fundamental element of any quality formula.



For consumers, RECARO seating and premium cars go hand in hand. RECARO automotive seats enjoy greater owner satisfaction than any other seat in the industry, resulting in unparalleled brand loyalty. Buyers look for RECARO because they know and, above all, trust the name.