

Press Information

Foray into the gaming market

Recaro Group expanded by new division: Recaro eGaming

Stuttgart, Germany. Recaro eGaming GmbH & Co. KG, based in Stuttgart, is a new addition to the Recaro Group. By founding this new company at the beginning of this year, Recaro is positioning itself with premium gaming seats as a supplier for the gaming and eSports community in the rapidly growing gaming market. From August 21 to 25, Recaro eGaming will present its first prototypes at Gamescom 2018 in Cologne, the leading European trade show for computer and video games.

Recaro is entering the gaming market as an established global brand for seating solutions. Since 1963, seating solutions for the automotive industry have been developed under the Recaro brand, and in the early 1970s these were complemented by aircraft seats. These premium products have been impressing for decades with their tailor-made ergonomics, optimal function and clean design.

“As an innovative company, we are constantly working on new technologies, but also looking at trends in society. During this process, we also discover new business opportunities. In our view, the topic of gaming is an extremely good fit for the Recaro brand, which for years has stood for appropriate seating solutions that improve the performance of active people. Naturally, we have implemented our well-

founded expertise also into the Recaro eGaming seats, which we have developed with the support of gamers. It is the optimal product for this sport,” says Martin Putsch, Shareholder and CEO of the Recaro Group.

At Gamescom, Recaro eGaming will present its first prototypes at stand 10.1 E70, in order to get feedback from the gaming community. The first serially produced seats will be available early next year through online direct sales.

For more information, visit recaro-egaming.com.

The Recaro Group comprises the independently operating divisions Recaro Aircraft Seating in Schwäbisch Hall, Recaro Child Safety (child car seats) in Marktleugast and Stuttgart, Recaro eGaming in Stuttgart as well as the Recaro Holding located in Stuttgart. The Group’s consolidated sales amounted to 540 million euros in 2017. Currently the Group employs more than 2,400 employees at its locations around the world.

The automotive seating business is operated by the licensee Recaro Automotive Seating.

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