

Press Release

“auto motor und sport” Reader’s Poll

Best Brand 2014: Recaro wins the seats/sport seats category

Kirchheim/Teck, Germany. Recaro Automotive Seating has continued its string of successes, winning “auto motor und sport” magazine’s Best Brand 2014 readers’ poll. 89.3 percent of respondents to the survey voted for the tradition-rich German brand in the seats/sport seats category. This is the ninth time in row that Recaro has won the title of best seat manufacturer since the reader poll was established.

There is no better indicator of a brand’s image than its perception by consumers. That’s why, since 2006, the industry publication “auto motor und sport” has let its readers vote for the best brands in the automotive sector. For the ninth time in a row, Recaro has pulled off a decisive win in the seats/sport seats category. 89.3 percent of the over 115,000 respondents voted for the tradition-rich seat maker’s products, once again giving Recaro the second-highest individual score of all the categories in the poll.

“We are very pleased to again be the first choice of the readers of ‘auto motor und sport’”, explained Dr. Christian Debus, Vice President and head of the worldwide car seating business unit. “This shows that, through values such as sportiness, ergonomics, safety and quality, we are able to ensure our customers’ satisfaction over the long term. At the same time, this honor

demonstrates the strong recognition and intrinsic strength of the Recaro brand and helps motivate us to continue to win over drivers with innovative seating solutions.

RECARO Automotive Seating PR

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Recaro Automotive Seating

Recaro Automotive Seating is a product business unit of Johnson Controls. At seven locations in Germany, Poland, Slovakia, Japan, Mexico and the USA we design, manufacture and market complete seats representative of our core competencies design, ergonomics, craftsmanship, robustness, lightweight construction and high-class workmanship under the brand name Recaro. Recaro Automotive Seating consists of two units: While Recaro Car Seating offers passenger car seats for OEMs and the aftermarket, Recaro Commercial Vehicle Seating focuses on commercial vehicle seats in the OEM and aftermarket segments.