

## Press Release

### **Double award win for Recaro economy class seats**

Crystal Cabin Award and Red Dot 2019 Award

**AIX, Hamburg, Germany, 3 April 2019 – Recaro Aircraft Seating, a global supplier of premium aircraft seats for airlines and OEMs, won a Crystal Cabin Award last night. The company was hailed for its “Sleeping Comfort in the Sky”, a holistic approach in the economy class long range. Recaro also received a prestigious Red Dot 2019 Product Design Award for its BL3710 economy class seat.**

"We are extremely proud to have won two prestigious awards this month," says Dr. Mark Hiller, CEO and Shareholder of Recaro Aircraft Seating. "It is an outstanding endorsement to our philosophy of driving comfort in the sky. It also proves that our product strategy, focusing on comfort, lightweight design and quality really pays off."

#### **Crystal Cabin Award**

A jury of experts awarded Recaro with a prize in the category Passenger Comfort Hardware for its holistic approach in the economy class long range. To enhance comfort in economy class, Recaro launched the concept of “sleeping comfort above the clouds”. As part of this concept, the seat manufacturer created a range of three comfort elements for long-haul seating, designed to enable better body posture, a better ability to change sleeping positions, and a reduction of

pressure points. The Abrazo headrest gives additional side support to the head, while the extended seat bottom option supports the upper and parts of the lower legs. This increases the size of the seating surface and reduces pressure points. Last but not least, the flip cushion helps to support the lower lumbar area in a cradle or sleeping position.

This year's Crystal Cabin Awards received more than 100 entries - its largest contender list yet. The submissions in eight categories included a wide variety of premium seating concepts and innovative technologies. Style & Design and Panasonic were the other companies shortlisted in the Passenger Comfort Hardware category.

### **Red Dot 2019 Product Design Award**

Recaro also received news that its BL3710 seat won a Red Dot Product Design 2019 Award. This innovative seat aims to set new standards in the economy class with a combination of lightweight, ergonomic design and exceptional comfort. For Recaro receiving a Red Dot award for the BL3710 design is a celebration of its design principles and high-quality standards.

Many years of experience with the CL3710 and BL3530 bestsellers, as well as the latest research results from Recaro's in-house ergonomics team, went into the design of the BL3710 economy class seat. The product offers passengers all the benefits of the "created by Recaro" design and lets them enjoy a comfortable sitting and in-flight experience. The six-way adjustable headrest with integrated neck support is just one of the many innovations that enhance passenger comfort. Another practical comfort feature is that

the meal-table can be unfolded even when the tablet holder is in use.

Founded in 1954, the Red Dot Awards for Product Design evaluate the best products of that year worldwide. Red Dot winners are chosen by an international jury who seek to find products that significantly stand out for having exceptional design. This year, they evaluated 5,500 submitted entries.

It is the second time Recaro Aircraft Seating wins a Red Dot Design Award. In 2012 the Red Dot jury voted the company's BL3520 economy class seat the as the 'best of the best'. The Red Dot 2019 Design awards Ceremony will be held on July 8th in Essen.

**Photo by Jan Brandes (left to right):**

Stefan Berroth – Product Manager, Recaro Aircraft Seating

Peter Hardie - Aviation Consultant and jury member

Mr. Jochen Lohrmann - Head of Innovation and Advanced Development, Recaro Aircraft Seating

**About Recaro Aircraft Seating**

Recaro Aircraft Seating sees itself as a solution provider for its customers. As a global supplier of premium aircraft seats for airlines and OEMs, the company reported a growth averaging 10% over the past 15 years. Recaro employs 2300 people worldwide and exceeded half a billion euros in sales in 2018. It is the global market leader in the economy class seating. To secure its strategic expansion, Recaro is investing hundreds of millions in product innovation in business class seating. Over the next 5 years, it will also invest in significantly expanding its headquarters in Schwaebisch Hall as well as its sites in China, Poland and the USA. With this, Recaro consistently underpins its corporate vision of "Driving comfort in the sky". The aim: become market leader in economy and business class seating while maintaining a permanent customer focus. For more information, please visit [www.recaro-as.com](http://www.recaro-as.com).

**About Recaro Group**

The Recaro Group comprises the independently operating divisions Recaro Aircraft Seating in Schwaebisch Hall and 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 as well as the child seat and stroller business are operated by licensees. For more information, please visit [www.recaro.com](http://www.recaro.com).

**Press information Recaro Aircraft Seating**



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