

Press Information

Group-wide ideas competition: innovations for a good cause

Recaro donates to aid project in South Africa

Stuttgart, Germany. As part of an internally held ideas competition, Recaro Group has financially contributed to a good cause. For each idea submitted by one of its employees, the Group donated a specified amount. The funds will go toward purchasing a total of 155 Q Drum containers used for transporting drinking water in townships of South Africa. At the headquarters of its subsidiary AAT Composites in Somerset West, South Africa, representatives of Recaro Group handed over a donation check to the organizers of the aid project on July 2, 2014.

“We decided to support the Q Drum project, because it provides a brilliantly simple solution to a critical problem,” explains Hartmut Schürg, Chief Brand and Design Officer of Recaro Holding. Once filled with drinking water, the 50-liter rollable drums can be pulled to their destinations without much effort. This is particularly beneficial to the health of women and children, who otherwise often have to carry heavy water containers several kilometers. “The Q Drum is highly useful, while being constructed in the simplest manner possible. Its self-explanatory design is all about functionality. In our view, that makes it an extremely successful example of the ‘Ingenious Design’ to which we are dedicated at Recaro. For us, that means perfectly

combining function, ergonomics and esthetics,” says Schürg. “We were able to identify with this project not least for this reason.”

The funds were raised as part of the Idea Challenge, an innovative ideas competition held within Recaro Group. Employees from around the world at the Group’s divisions Recaro Aircraft Seating, AAT Composites, Recaro Child Safety and Recaro Holding took part. For each idea submitted by the competitors, Recaro Group donated 10 euros to the fund. “Our aim in organizing the Idea Challenge went beyond promoting a culture of innovation within Recaro Group,” explains Martin Putsch, Shareholder and Chief Executive Officer of Recaro Holding. “We are an internationally operating group of companies that is very conscious of its corporate social responsibility. This is why we incorporated a fundraising element into the competition. This enabled the employees to compile numerous innovative solutions and approaches for further developing our group, while simultaneously raising money for a good cause.”

The Recaro Group encompasses two divisions: Recaro Aircraft Seating (aircraft seats) in Schwaebisch Hall and Recaro Child Safety (child car seats) in Marktleugast, as well as the Recaro Holding located in Stuttgart.

The Group’s consolidated sales amounted to more than 382 million euros in 2013. Currently the Group employs more than 2,000 employees at its locations around the world.

RECARO-PR

July 4, 2014

Press Contact RECARO Group:

Hendrik Ockenga

Telephone: +49 711 25277-240

hendrik.ockenga@recaro.com