

## **Market launch of CV seat Roadtiger in China: Grammer expanding global aftermarket footprint**

- *Next step in Grammer's growth strategy in the world's largest commercial vehicle market*
- *Roadtiger aftermarket truck seat now available through Chinese sales network*
- *"Truck Driver Health Weeks": popular series of events offering valuable information and health-related programs for truck drivers*

**Grammer AG, March 17, 2022** - In the year of the tiger, Grammer is bringing the Roadtiger to the Chinese market: With the launch of its premium aftermarket driver seat for trucks, Grammer is taking another important step forward on its growth strategy in China and additionally expanding its global footprint in the commercial vehicle aftermarket.

Grammer already produces high-quality commercial vehicle seats in China for OEMs and their numerous truck model series. Now the company is additionally addressing the steadily growing demand for modern, ergonomic truck driver seats in the Chinese aftermarket: "We are experiencing overwhelming interest in our product at our events," says Dr. Andreas Diehl, President Division Commercial Vehicles at Grammer AG. "The direct contact with users, the strong need for information and the desire for a workplace that enables fatigue-free and concentrated driving – this is invaluable feedback that we have incorporated in our portfolio, confirming our position as an innovation leader. In this way, we are also contributing to health, better working conditions and greater safety in Chinese freight transport."

### **Events characterized by direct exchange and useful information**

Back in 2021, Grammer launched the "Truck Driver Health Weeks", a series of events devoted to driver health: A Grammer team will be on site at the country's major logistics and service centers for a week to present the company's seats alongside a comprehensive support program. Drivers can try out the seats extensively, get first-hand explanations of the operation, comfort features and technology of the products, take part in a health checks and attend information sessions on seat adjustment, ergonomically correct sitting, tips for exercises during breaks away from the wheel, etc. The Grammer team are also in close

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dialog with the service station operators to optimize sales channels and maintenance services as well as to explore additional forms of partnership.

### **Roadtiger for China**

Now available for retrofitting in China, the Roadtiger driver seat is based on Grammer's successful MSG 115 series, which features excellent comfort and top ergonomics. The top-of-the-range air-suspended seat offers numerous intuitive functions such as adjustable shoulder and side bolster support, adjustable damping characteristics, pneumatic lumbar support, seat climate control, heating and much more.

Additionally, Grammer honors the Chinese year of the tiger with a special version of its OEM truck seat MSG 90.6, featuring a bright red seat cover and a black or white tiger head embroidered on the headrest.



*Driver health in focus: Grammer used its "Truck Driver Health Week" event series to launch the Roadtiger retrofit seat (front) on the Chinese commercial vehicle market.*

### **Company profile**

Grammer AG, headquartered in Ursensollen, Germany, is active in two business segments: Grammer develops and supplies high-quality interior and operating systems as well as innovative thermoplastic components for the global automotive

industry. For trucks, trains, buses, and off-road vehicles, Grammer is a full-service provider of driver and passenger seats. Currently, Grammer AG employs around 14,000 people in 20 countries worldwide, with sales of around 1.7 billion euros in 2020. Grammer shares are listed in the Prime Standard and traded on the Munich and Frankfurt stock exchanges as well as via the Xetra electronic trading system.