

PRESS RELEASE



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Kick-off in Brazil

Almost 200.000 STECHERT seats installed in Brazil

It is time for kick-off! The World Championship in Brazil starts. Fans all over the world waited for this moment. Approximately 3 million visitors are expected in the stadiums. Besides exciting matches many fans can enjoy the seating comfort of STECHERT seats.

Apposite to the Brazilian "samba-culture", the playing venues in Recife, Curitiba, Manaus and Cuiabá were equipped with colourful models of our COPACABANA (Red Dot Design Award Honourable Mention), BERLIN (also used in the Olympiastadion Berlin) as well as our new KANGO Smart. Almost 200,000 Stechert seat are installed and will ensure an unique seating comfort.

Only one day after the opening match a "STECHERT stadium" is next with Chile vs. Australia in Cuiaba. Also top matches like Australia vs. Spain (Curitiba), England vs. Italy (Manaus) as well as Germany vs. USA (Recife) will be played in stadiums which are equipped with STECHERT seats.

Franz Stegner, directing manager of Stechert, travelled to Brazil a few weeks ago to get an impression of the actual state of affairs. Together with the Brazilian partner "Kango Brasil", Mr. Stegner visited all four 2014 World Cup stadiums, which are equipped with Stechert products. Additionally the training stadium in Belo Horizonte was provided with almost 18,000 Stechert seats.

Mr. Stegner was thrilled by the stadiums:

"In terms of design and quality, the arenas in Brazil do not have to hide behind European standards. We are proud that our premium-quality products proved popular in Brazil and that we can contribute to these successful building projects. I am firmly convinced that the fans can celebrate wonderful football parties, in state-of-the-art stadiums, on first-class seats this summer."

By equipping one third of the 2014 World Cup venues, Stechert could strengthen its leading position in the sector of stadium seating. During the 2010 World Cup most visitors had already taken their seats on products of the with rich heritage filled family-run company based in Franconia, Germany.