



TAKE A SEAT. TAKE A KÖNIG.

FROM HOMO SAPIENS



...to homo sedens.

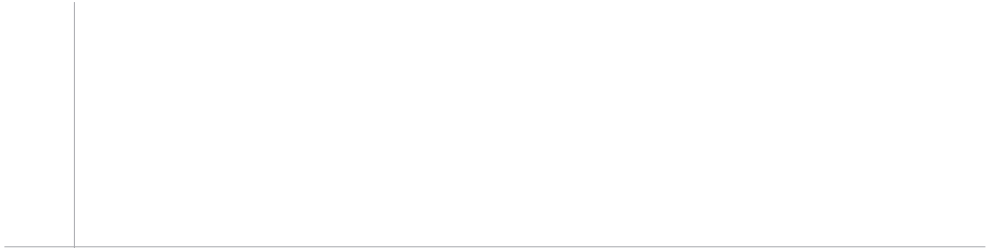
Human beings today live their lives in a sedentary position. Almost everywhere, almost all of the time and on almost every occasion. They work, eat, play and organise their everyday and future lives in a seated position. There are few moments when humans are not sitting down and few places where they do not feel the immediate urge to sit down. Even when they are on the move, they want to sit down. And you may also have the urge at this very moment to want to sit down. Or do you prefer to read while you're standing?

| welcome |

TAKE A SEAT



(Sabine Süß, Daniel Süß)



Compared to the history of humans beings standing and walking, sitting is a fairly recent phenomenon. People have been sitting on a huge scale and for long periods of time for only about the last 150 years. As a result, little or no time remains for the human body to become accustomed to the stresses of sitting.

Conversely, it means that, if humans are unable to adapt themselves to the stresses of sitting for evolutionary reasons, there is a need for solutions to provide the human body with the best possible relief while seated and to protect the body from health hazards while carrying out their work in a sitting position for prolonged periods of time.

This concept is the thread that runs throughout the entire history of our company. Since our family-owned business was founded in 1974, we prove every single day that this high ideal can be realised in everyday life. And in all conscience this is precisely the reason why we kindly request you to sit down and relax while reading our brochure. Preferably in a König seat!

Sabine Süß, Daniel Süß

ONE MAN



...and his word.



“Nothing is impossible!” This is what company founder Richard König always said to his customers when they had a special and unusual request.

Then he went into his workshop and got down to work – if necessary throughout the night – and presented a solution on the next day.

Many things have changed since the company started in 1974. But one thing has not changed: “impossible” still does not belong to our vocabulary!

At our company headquarters in Ilsfeld, which is located between Stuttgart and Heilbronn, our employees demonstrate every single day that this can be mastered even with complex problems. Not only in major production runs, but also for made-to-measure orders, short runs and custom series. And we’ve been doing this for over 40 years.



PERSONAL

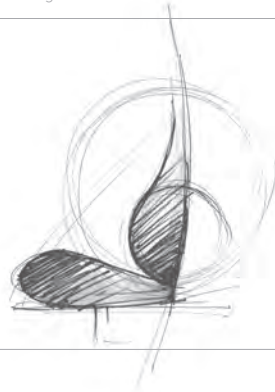


... and in dialogue.

1) dialogue



2) design

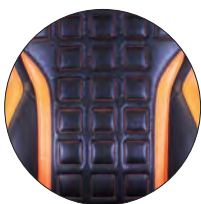


3) idea and concept



Our aim is to always offer our customers the perfect combination of function, ergonomics and quality, no matter whether the project calls for the planned production of short or long runs or custom series. The most important factor for us when handling an order is not quantity but quality.

We rely on flexible processes to ensure our solutions meet all the requirements, even with short runs. We guarantee fast and efficient processes through personal dialogue with our customers, technological expertise and the latest technology. We also work efficiently whereas specialist suppliers reach their limits when it comes to long runs.



WE USE THE LATEST TECHNOLOGY
TO FIND THE BEST SOLUTION FOR
YOUR NEEDS:

- Catia V5 product design software
- 3D 5-axis milling machine for foam machining
- 3D printer for plastic components
- Assyst Bullmer cutter
- Optical 3D measuring system
- Bending press
- Water jet cutter

TAILOR MADE



...to your needs.

Our great passion for many decades has been to develop and manufacture innovative seat solutions for a wide variety of different sectors. Numerous successful projects with renowned partners can vouch for this approach. But no assignment is the same as the next since every sector has very specific requirements and each customer has his own personal needs.

However different these requirements and needs are, the expectations which customers have of us are always the same, i.e. to supply custom solutions with a high level of functionality and perfect ergonomics. And to achieve this, we do our utmost to meet every challenge. In the end, it is simply rooted in our philosophy to find the best tailor-made solution, even for the most unusual request.





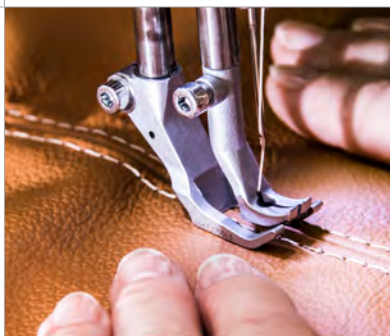
PERFECTION



...down to the last detail.

Our customers expect the best quality from our products. By the way, so do we. Not least because one condition to ensure the success of our company is our commitment to maximum quality, not only in our products but at every stage of our business.

This is why we offer a complete range of performance. Our team is composed of many specialists who tackle their joint and responsible tasks with expertise and an astonishing attention to detail. They demonstrate this sense of responsibility every day, either at their own workplaces or jointly as a perfectly coordinated König team.





THE COMPLETE



...picture.

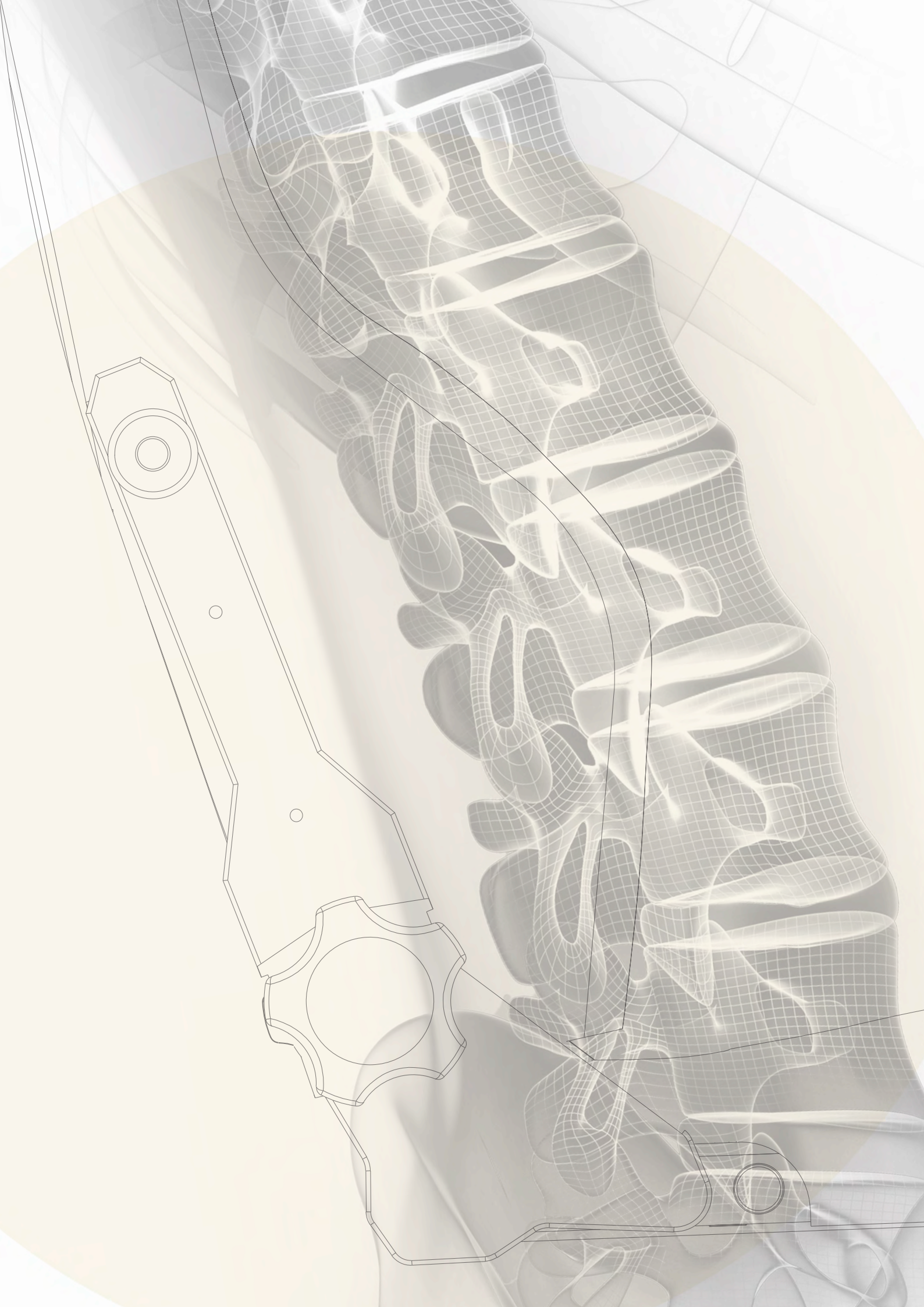
What makes a good seat? If you answer this question by basing yourself on existing DIN standards, it must be remembered that the standards only define the minimum requirements. Standards are meant to ensure technical compatibility but not compatibility with the human body. Or do you know of anybody who fits a particular standard?



Since every person is different, so should a seat and workplace be adaptable to the needs of each user, to his or her physical and mental state and to the activity performed while seated. Only then can health problems be avoided.

DID YOU KNOW?

The purpose of ergonomics is to adapt a workplace and work environment to meet the needs of the individual. The term comes from Greek and is composed of the words “ergon” (work) and “nomos” (law).



EVERYTHING



...is possible.

Admittedly, even if everything may not be exactly practical. Our many years of experience in developing innovative seat solutions have shown that even unusual requests can be realised – from extra lightweight solutions for motor racing and multifunctional mobility solutions through to revolutionary eSports chairs. We make it possible.

And when a special focus is placed on safety, we know no limits. Personal safety has always been top priority at König. Our products very often exceed the legal standards and ensure a decisively higher level of safety for their users. In the end, the customer is king at König.

THE CUSTOMER IS KING AT KÖNIG.



MILITARY



INDOOR



MOBILITY



WORK



AUTOMOTIVE

DID YOU KNOW?

The official birth date of the Federal Armed Forces was 12th November 1955. That is the day when the first 101 volunteers were handed their appointment certificates. Today the Federal Armed Forces have more than 178,800 active enlisted men and women. (Version: 08/2017, source: www.bundeswehr.de).

SAFETY AND PROTECTION

— ■ ■ ■ —
...are our mission.

Civil and military forces look after our society. They protect and defend our freedom and our values. We also make an important contribution to this by developing innovative solutions for the people who protect us and who have to meet the highest personal requirements in the toughest conditions.

König seats for civil and military applications offer maximum comfort, functionality, safety and protection. They are also lightweight and rugged. Here we use the latest technologies, modern materials, not forgetting our many years of experience in the design, development and production of seats for this very specific and sensitive sector.





RELIEF



... for mind, body and soul.

On average an office worker spends about 80,000 hours of his or her working life in a seat. Even in our leisure time, we tend to do more and more in a seated position. The time spent seated quickly adds up to over 14 hours a day. So it's no wonder that more and more people complain about problems caused by long periods of sitting.

For example in control rooms: People who work here know the strains placed on the body through sitting every day. And they also know the benefits of having a control room chair that is adjustable to each person's requirements. Especially when people work in shifts and several employees often have to share the same chair or seat.

Our seats boost performance, increase concentration, raise work efficiency and protect the health of their users. When used 24/7, in offices or when gaming: **On a König seat, your sitting position is not only ergonomic, safe and comfortable, it is also much healthier.**



DID YOU KNOW?

The orthopaedic effectiveness of König Comfort seats was tested by medical consultants belonging to various public institutions and they were found to be eligible for full subsidisation.

The main features of König Mobility seats:

- custom developed
 - absolute functionality
 - highly stable
 - perfect workmanship
 - high level of adaptability
 - variable adjustment
 - ergonomic comfort
 - easy to operate
-

FREEDOM

...starts with mobility.

Mobility is a key factor that governs human satisfaction. But the human body does not always play along a whole life through. Accidents, illnesses or simply old age can quickly result in restricted mobility. Our solutions give a large portion of mobile freedom back to those affected by these conditions.

For many years, we have developed custom seats for many applications and a wide variety of users. Skilled specialists, the best materials coupled with modern production methods take into account orthopaedic functions and custom requirements, resulting in products that are optimally tailored to suit the needs of the users.

Whether it is a customised wheelchair, specially converted vehicles or other applications: all König seats in the Mobility series offer a high degree of adjustability and optimum ergonomics.

Safe, comfortable and with perfect orthopaedic design, these seats are available in a variety of versions or as custom models which meet many different requirements.



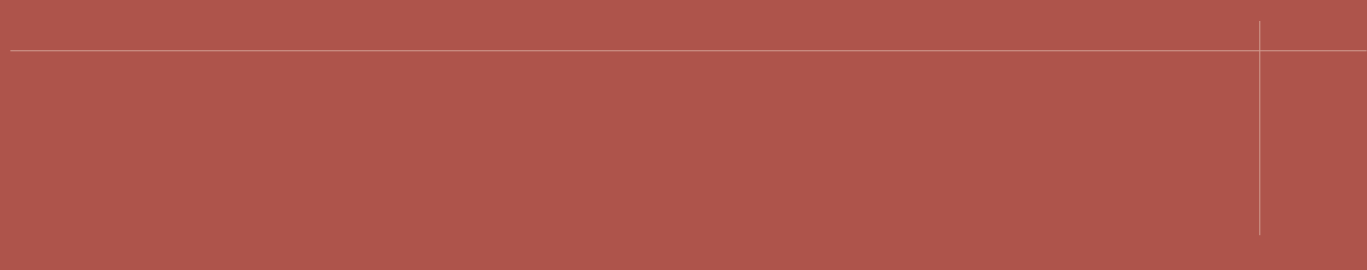
DID YOU KNOW?

Only 13 % of employees claim to work at a workstation which is designed ergonomically. It's no wonder then that the roughly 70 million days of absence from work are attributable to back problems and skeletal disorders. As a result the macro-economic losses caused by backache cost the economy about 48.9 million Euros a year. (Source: www.ergotopia.de)

König Working seats make work easier in many industries:

- Construction
- Agriculture
- Industry
- Special operations

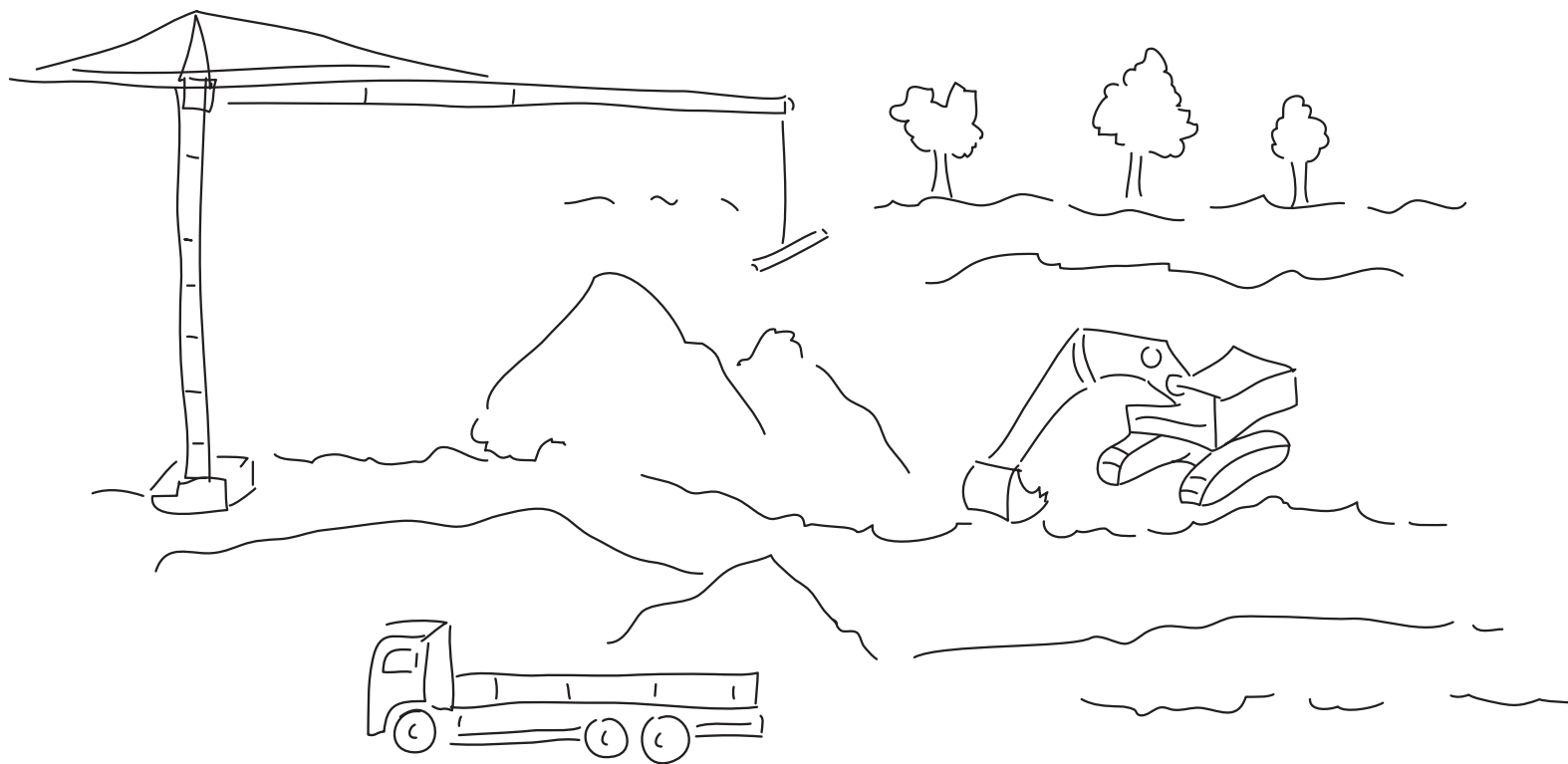
König Working seats make a perfect addition to a number of very different vehicles and machines:

- Construction machines
 - Cranes
 - Excavators
 - Fork-lift trucks
 - Front loaders
 - Loading machines
 - Municipal vehicles
 - Ambulances
 - Snow groomers
-
- 

PERFORMANCE



...increases.



In rough everyday working conditions, the machines are not only subjected to heavy strain during long shifts, the operators must also endure quite a lot. The seats are designed from ergonomic aspects to protect the musculoskeletal system of operators. Many seat manufacturers fail to take this aspect into consideration. But we do!

König is the company which places the focus on the correct ergonomic and orthopaedic design of its seats, when developing or perfecting new products or for adapting them to customer requirements. Of course we do not neglect requirements such as functionality and ruggedness for a wide variety of applications.

In practice, ergonomics and efficiency are a profitable symbiosis. When employees are not placed under unnecessary strain, they work with greater motivation and achieve greater performance.

No matter what sector your company is engaged in – industry, construction, commerce or agriculture: invest in functional long-lasting seats. It won't only be your employees who will be glad about it.



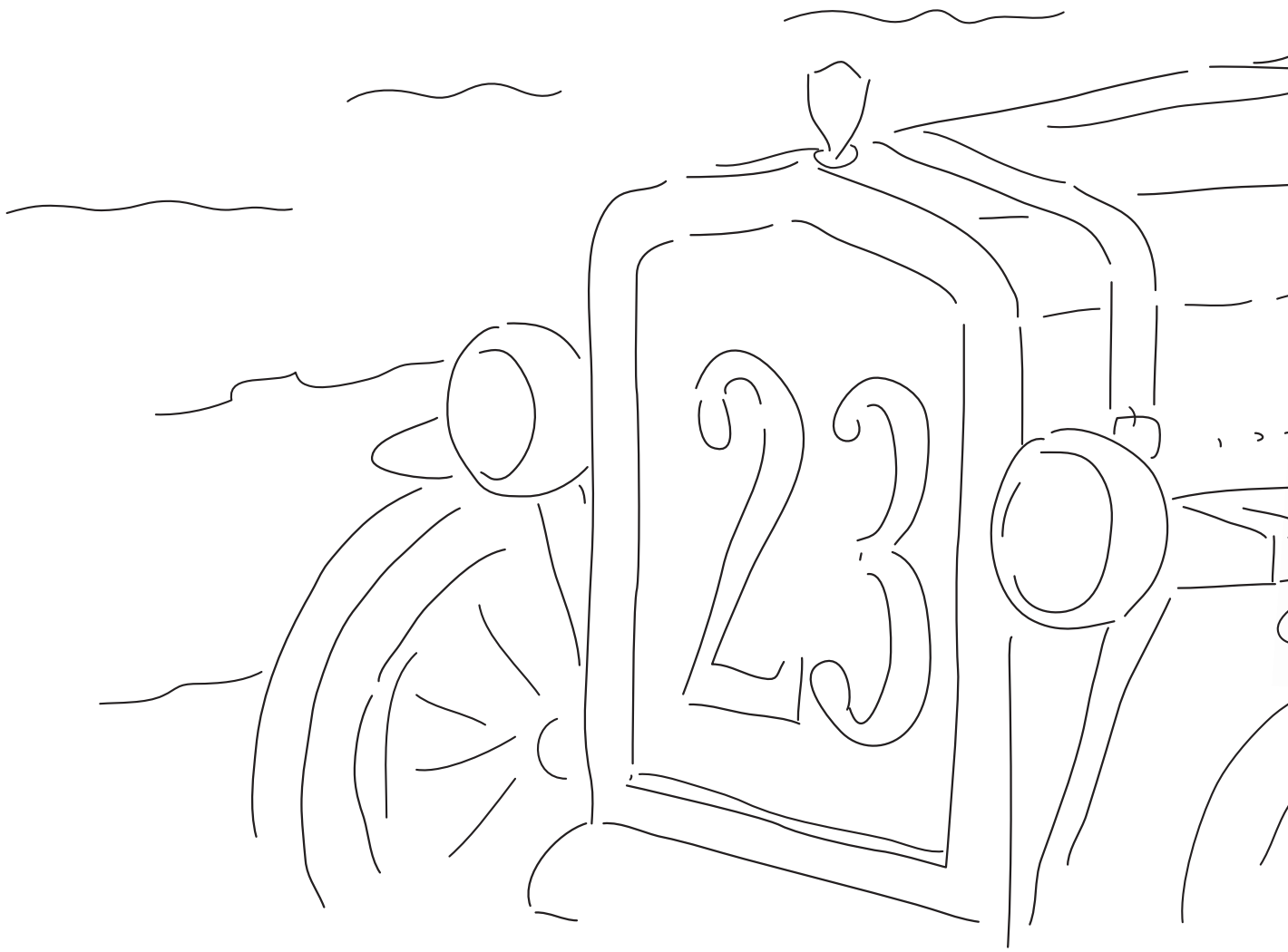


INNOVATION



...in the blood.

The true value of a first-class car seat can only be felt after sitting in it for several thousand kilometres – or just after the first bend driven at dynamic speed. A car seat has to meet several criteria. To achieve this requires a great deal of automotive experience – and we have had this experience for many decades.



When you take a closer look at our car seats, you have a rough idea what it takes to make a König seat. It is not only the best materials and the attractive design. Several extremely complex and high-tech components are at work under the seat's surface.

From short run projects for the automotive industry to custom series, e.g. for the LORYC Electric Speedster, we make no compromise when it comes to function, comfort, safety and design. The result: innovative and pioneering solutions which set new standards in their segment. We are not satisfied with anything less.



TRADITION

— ■ ■ ■ —
...is an obligation.

Since König was founded in 1974, the company has stood for innovative and revolutionary seat solutions for a wide variety of sectors. Of course we are quite proud of this long tradition. But we refuse to rest on the laurels of our past successes. We strive to maintain and expand our leading edge in the long term by making long-term investments, applying the latest technologies, entering into partnerships with leading companies, hiring highly skilled employees, creating an optimised development environment and continuously improving our processes. With the advent of the next management generation in the family-owned company, we have created the conditions to continue this momentum at an undiminished pace and a high level of responsibility. This is only something that is achievable in a family-run company.

TODAY

| | |
|-----------|---|
| 1974 | Company founded by Richard König Development and production of retrofit seats for passenger cars Production of consoles and sports seats |
| 1987 | Foundation of “Formel König” Formula series for junior racers |
| 1989 | Expansion of the distribution network in Asia, the USA and Europe Distribution through wholesalers and retailers with over 250 dealers |
| from 1998 | Start of development of customised products for special vehicles |
| from 2000 | Expansion of the “Automotive” business unit etc. Development and series production for VW Individual and smart Crossblade |
| from 2004 | Development and distribution of “Secur24” Control room seat (Indoor business unit) Development and production of seats and seat systems for military vehicles |
| 2010 | Sabine & Daniel Süß take over the company |
| from 2014 | Expansion of “Mobility seats” product line |
| 2016 | Cooperation and development activities in eSports seat segment |
| 2017 | Relaunch of brand and marketing presence |

REFERENCES

...that say everything.

**We don't really like to blow our own trumpet. Instead we prefer
our customers to speak on our behalf:**

I would like to express my sincere thanks for the wonderful König seats and for the fast and uncomplicated way my order was processed. My family now owns an additional pair of König seats which are fitted to an NSU Prinz TTS. JF

I had a big big crash with the TracKing during the first race of the season on April 2. Throttle block 100%. The car was a total wreck. It was a side and frontal impact. I broke my back, 6 ribs and my left clavicle. But I think your seat saved my life ... it withstood the crash perfectly. There is only minor damage to the seat. It would be a pleasure for me to send you the seat, and I think that it's normal because we work together, and you were a special partner last season. If it is of any use ... We will build a new car because the other one is a complete right-off and then we can return to the track in mid-season as soon as my ribs are strong enough! I also hope with a new König seat! FB

Many thanks for your assistance. It's rare for a supplier to help so quickly and without bureaucracy! TM (custom seat modification)

merci...merci..., that's very kind of you. Great SERVICE, even in small things. JJ (repair)

KÖNIG KOMFORT- UND RENNSITZE GMBH

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