

Proseat Group becomes part of Brose Sitech



Polkowice/Coburg (03. September 2025) Brose Sitech has announced the successful completion of the acquisition of the Proseat Group. After fulfilling all contractual and legal requirements, including obtaining approval from the relevant antitrust authorities, Proseat has become part of the Brose Sitech Group with immediate effect. This integration represents an important step in the further development of both companies and strengthens their market position in the field of innovative seating systems and vehicle interior solutions.

Proseat, based in Mörfelden-Walldorf near Frankfurt am Main, is one of Europe's leading manufacturers of foam and lightweight car seat components made of expanded polypropylene (EPP). The company employs over 1,700 people at six plants in Germany, Spain, the Czech Republic, and Poland, and supplies products to many renowned automotive manufacturers, including Tier 1 suppliers.

Thanks to the integration of Proseat, Brose Sitech is expanding its product portfolio to include foam components for seats, headrests, and armrests. The group is thus positioning itself as an integrated full-range supplier of seat systems and interior solutions for the automotive industry. In the future, all Proseat products will be offered as part of Brose Sitech's complete seat range or as separate projects for customers. The Proseat Group, acquired from the Japanese chemical company Sekisui Kasei, will initially operate as a separate subsidiary, and will be gradually integrated into the Brose Sitech Group's structures.

"The completion of the acquisition of Proseat represents another significant milestone for our group of companies. The vertical integration of seat foam development and production strengthens our competitiveness, increases added value within the international organization, and enables us to offer our customers an even broader and more innovative portfolio of products and solutions," explains Thomas Spangler, CEO of the Brose Sitech Group.

Brose Sitech remains committed to its strategy of systematically expanding its business activities in cooperation with the Volkswagen Group as well as other OEMs and Tier 1 customers not only in Europe but worldwide. The Proseat brand will be retained with the aim of maintaining and further developing the company's expertise and identity. Following the acquisition of Covercar, which specializes in seat covers, Proseat is now the second strategic acquisition since Brose Sitech was founded in 2022.

Daniel Geist took over as CEO of Proseat Group GmbH (formerly Brose Sitech Foam GmbH), which oversees all six Proseat locations, on September 1, 2025. Prior to this, he served as Vice President of Program Management at Brose Sitech since September 2023, where he successfully led project management for complete seats and structures for the entire group. In his new role, he is responsible for business development and the integration of Proseat into the Brose Sitech Group to jointly meet the challenges of the automotive industry.

In addition, Peter-Thomas Büsing manages the restructuring and optimization activities of the Proseat Group from September 1, 2025, and takes over as Chief Restructuring Officer (CRO). He previously held management positions at Grammer AG in the interior division and at KAMAX GmbH & Co. KG. As CRO, he is responsible, among other things, for implementing new organizational and administrative structures and promoting cooperation between local and central teams to ensure smooth and consistent operational processes.