

EKR Marks America's 250th Anniversary With a Commemorative Seat Cover Embroidery Design

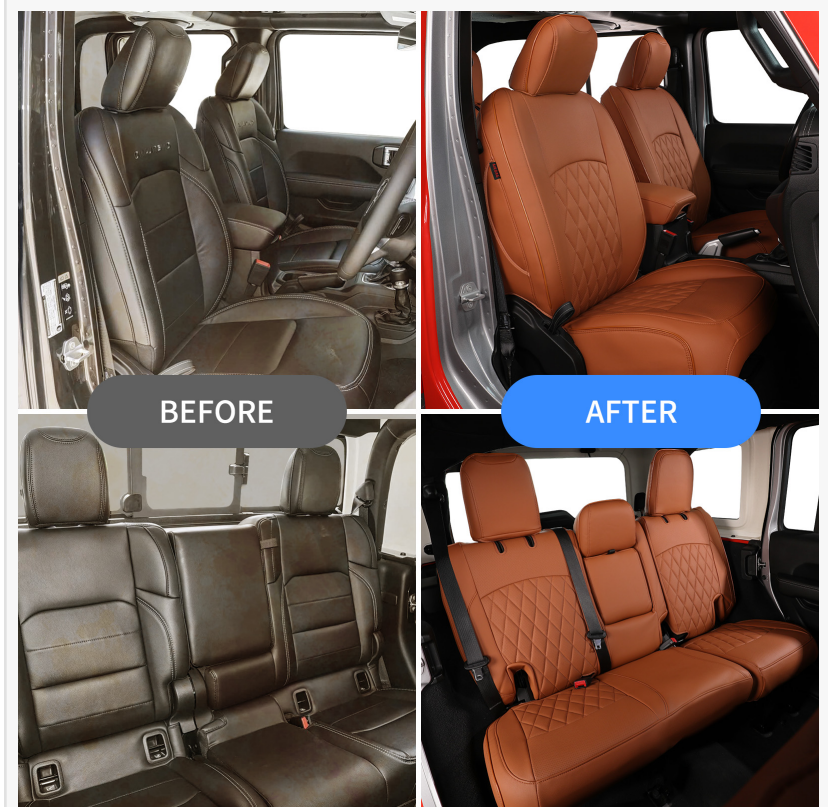
The patriotic design reflects EKR's broader approach to vehicle-specific fitment, personal expression and custom automotive interiors.

SOUTH EL MONTE, CA, UNITED STATES, August 3, 2026 /EINPresswire.com/ -- [EKR](#), an automotive interior accessories brand operated by EKRCOVER Inc., has introduced a commemorative embroidery design marking the 250th anniversary of American independence.

Created as a limited-time personalization option for selected EKR custom-fit car seat cover configurations, the design features an eagle motif, red, white and blue detailing, and commemorative lettering. The embroidery is intended to become part of a broader interior design that customers can adapt to their vehicle, preferred materials and color choices.

Cars, trucks and SUVs often become part of family routines, workdays and personal milestones. They carry children home for the first time, cross state lines on summer trips, transport tools to job sites, bring pets along for weekend drives and remain present through years of ordinary travel.

Over time, the vehicle interior can become a record of those experiences. Seat surfaces may fade, crease, stain or show wear even when the vehicle itself remains dependable. For some



Before-and-after views show how EKR custom-fit car seat covers refresh the front and rear seating areas while following the vehicle's original seat configuration.

owners, refreshing the interior is not about replacing a familiar vehicle or restoring it to an exact factory appearance. It is an opportunity to protect what remains and introduce materials, colors and details that better reflect how the owner wants the vehicle to feel today.

“Vehicles often become part of the stories people carry with them,” said Chloe Johnson, Brand Marketing Manager at EKR. “For this anniversary, we wanted to create a design that feels recognizable and commemorative

while still leaving room for the owner’s own choices. The goal is not simply to add an emblem, but to let the design become part of a vehicle interior that is personal to the driver.”



A commemorative EKR embroidery design displayed on blue custom-fit car seat covers for the 250th anniversary of American independence.

“

A vehicle can stay with someone through many stages of life. We want owners to have more control over how that space looks and feels, from design to installation.”

Chloe Johnson, Brand Marketing Manager at EKR

The commemorative design also illustrates EKR’s wider approach to automotive interior personalization. Through the company’s online customization system, customers can configure eligible custom-fit car seat covers according to both their vehicle and individual preferences.

Depending on the selected vehicle and product configuration, available material choices may include genuine leather and other seat cover materials. Customers can also select primary and secondary colors, design patterns, perforation, stitching colors and embroidery. These choices allow the anniversary design to be

incorporated into a broader interior concept rather than offered as a fixed, one-style-fits-all option.

Personalization may extend beyond designs already available through the system. Customers can submit their own artwork, logos or images for custom embroidery, subject to design review, production requirements and the limitations of the selected seat cover configuration. The review process helps determine whether artwork can be translated into embroidery while maintaining clarity and suitable placement.

Behind the visual choices is a vehicle-specific development process. EKR maintains a fitment database covering more than 10,000 vehicle applications, including sedans, SUVs, pickup trucks, off-road vehicles, family vehicles, commuter cars and vehicles used for business and everyday

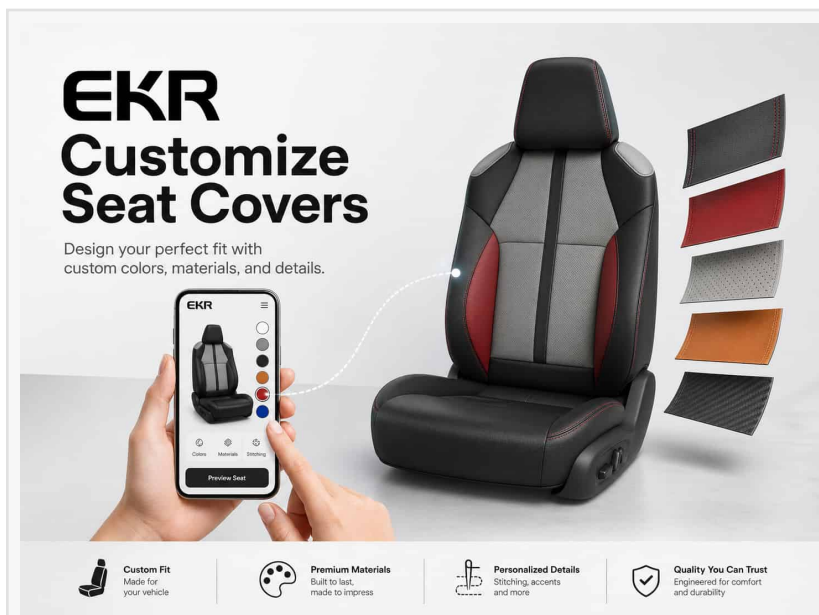
work.

Vehicle identification alone does not determine fitment. Seat structures can vary by model year, trim level and seating configuration. Differences in headrests, armrests, center consoles, split-folding rear seats, seat controls and other details can affect how a seat cover should be patterned, produced and installed.

As part of product development, EKR uses direct measurement and 3D scanning of original vehicle seats. Data collected from actual vehicles is used to create and refine patterns around the contours and structural details of a specific seating configuration. The aim is to achieve a closer, more integrated appearance while accounting for how the original seating system is constructed and used.

Daily usability remains part of that work. Depending on the material and configuration, EKR seat cover designs may provide water resistance, wear resistance and easier routine cleaning for interiors exposed to spills, dust, pet activity, frequent entry and exit, and regular driving.

Selected designs may also incorporate perforated seating sections to support airflow across the seating surface. For vehicles equipped with seat heating, seat ventilation or seat-mounted side airbags, applicable configurations are developed with those original feature areas in mind. Construction and compatibility vary by vehicle and product, and customers are encouraged to review the specifications and installation guidance



EKR's online customization system allows customers to configure custom-fit car seat covers by selecting colors, materials, stitching, perforation and personalized design details before placing an order.



A limited-edition EKR embroidery design created to commemorate the 250th anniversary of American independence, featuring patriotic colors and detailed eagle artwork.

for their selected application.

The owner's involvement can continue after the design and production stages. EKR custom-fit car seat covers are developed with owner installation in mind. Installation time varies according to the vehicle and seating configuration, although many installations can be completed in approximately one hour.

Because fitting steps are not identical across all vehicles, EKR provides installation instructions and video tutorials for a range of vehicle applications. These resources give customers examples of how individual cover sections can be positioned, secured and adjusted.

A close-fitting seat cover may require patience and careful alignment. EKR presents the process as a practical interior project rather than an instant accessory change, allowing owners to work through the installation at their own pace.

The 250th anniversary embroidery design brings together vehicle-specific development, online personalization, detailed embroidery and owner participation. It offers a commemorative option while showing how a symbolic design can become part of a functional interior update.

The commemorative embroidery is available for a limited time on eligible EKR custom-fit car seat cover configurations. Availability, artwork placement, production requirements and vehicle compatibility may vary.

More information about eligible vehicle applications, customization options and installation resources is available through the EKR website.

About EKR

EKR is an automotive interior accessories brand operated by EKRCOVER Inc., specializing in custom-fit car seat covers and related vehicle interior products. EKR maintains a fitment database covering more than 10,000 vehicle applications and uses original-vehicle measurement and 3D scanning as part of its product development process. The brand offers customization options including materials, colors, patterns, perforation, stitching and personalized embroidery, while continuing to develop vehicle-specific installation resources for cars, SUVs, pickup trucks and other vehicle applications.

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