



AIRBUS LAUNCHES NEW CABIN BRAND “AIRSPACE BY AIRBUS”

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Airbus has launched its new Cabin brand “*Airspace by Airbus*”. At the heart of this new philosophy Airbus connects the wellbeing for passengers with the operational performance for its airline customers. Representing the best of Airbus’ cabin innovation and design, Airspace will offer a sophisticated, flexible canvas as a back-drop to enhance the airlines’ own brands. Airbus also launches the new cabin for the forthcoming A330neo airliner, which embodies Airspace by Airbus and is inspired by the cabin of its Widebody sibling, the new A350 XWB in service.

Dr. Kiran Rao, Airbus’ Executive Vice President of Strategy and Marketing commented: “Airbus’ history of success is down to innovation – which has always included the cabin as a key driver. With the great passenger feedback on the A350 XWB, and our application of A350 cabin technology and features to the A330neo, we are proud to embrace our cabin design principles through our new brand – *Airspace by Airbus*.”

He adds: “The new A330neo is the launch vehicle for this brand, which along with the A350 XWB begins a new family of Airbus cabins. These will inspire and empower airlines to build the next generation of personalized flying experience for their passengers, while and at the same time optimizing the economic performance of their aircraft space.”

Encompassing four key dimensions: Comfort, Ambience, Service and Design*, Airspace cabins will be more relaxing, inspiring, beautiful and functional, they will stimulate a unique and leading passenger experience. For example, passengers will appreciate the larger overhead storage bins, spacious and contemporary lavatories, wider seats & aisles, and unobstructed under-seat foot space. In addition, signature design elements will be consistently recognizable throughout all

Airspace cabins – examples include the latest LED technology ambient lighting, clean, straight lines and shapes, clear surfaces, and also a unique, customizable welcome area. Altogether, these aspects result in an aesthetically-pleasing design combined with not just a ‘feeling’ of space, but real space – which is fulfilled in the brand new cabin for the A330neo.

Airbus produces the world’s most modern and comprehensive family of airliners and continually invests in new innovations. These aircraft range in capacity from 100 to more than 600 seats and over 16,300 of which have been sold to more than 380 customers worldwide. Airbus has design and manufacturing facilities in France, Germany, the UK, and Spain, as well as subsidiaries in the US, China, Japan, India and in the Middle East.

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