



FIRST-OF-ITS-KIND HYBRID SEAT SHOW - RECARO AIRCRAFT SEATING

News / Manufacturer



Recaro Aircraft Seating launched the first-of-its-kind hybrid seat show, which is running from September 6-17 at the company’s headquarters in Schwaebisch Hall, Germany. Nearly 100 customers are anticipated to participate during the two weeks. “This hybrid seat show is one way we can invest in the industry’s path to recovery. We have used the past 18 months to improve efficiency and continue building our future,” said Mark Hiller, CEO and Shareholder at Recaro Aircraft Seating. “Standing at the threshold of a new age of air travel, Recaro will never stop innovating or engaging. We are a brand in motion and are committed to delivering superior experiences for our customers.”

The seat show is structured with slots where airline can register to attend either in-person or virtually. In order to accommodate almost all time zones, Recaro sales teams are meeting with customers from 5 a.m. – 10 p.m. every day of the show. During the seat demonstrations, customers are free to ask questions to the sales team, product managers or engineers.



A wide variety of Recaro seats are being featured at the hybrid seat show, including the award-winning BL3710 economy class seat, the brand-new CL3810 long-range economy class seat, and the CL6720 lie-flat business class seat. Regional jet customers can experience the SL3710 and BL3710 economy class seats, which have been adapted for regional, short-range flights. Recaro is also showcasing its flexible seating solutions, including the BL3530 SPRINT, SMART and SWIFT seats, which can be ordered and installed within six months or less.



The event is being held in the newest building on the Recaro campus, the customer service facility. A celebratory event is taking place in the evening on Monday, September 13. A 50€ million investment, the 19,000-square-meter building features a customer service production area, crash test and flame lab facilities, and customer service offices for more than 120 employees.

Germany-based Recaro has been building aircraft seats for nearly 50 years, and today has five manufacturing sites on four continents. Most recently, the global seat supplier expanded into the regional jet market, revamped its flexible seating solutions targeting lessors, and unveiled its next generation of lie-flat business class seat.



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