

RECARO AIRCRAFT SEATING DEBUTS NEW SEAT NAMING CONCEPT AT AIX 2024

News / Events / Festivals, Manufacturer



RECARO Aircraft Seating is introducing a new seat naming strategy more closely aligned with the iconic RECARO brand. The new names, ranging from R1 to R7, reflect the various classes and complexities of the seating solutions. The booth will also feature the Crystal Cabin Award finalist, the R Sphere sustainable seat innovation, as well as a business class seat outfitted with smart technology and a comprehensive product overview. With this seat name rebranding, RECARO ensures greater clarity for customers, streamlining their portfolio from the efficient economy class seat to the luxury business class seat. The new seat names include:

- R1: Formerly SL3710 (short/med-range, Economy class)
- R2: Formerly BL3710 (short/med-range, Economy class)
- R3: Formerly CL3810 (med/long-range, Economy class)
- R4: Formerly PL3810 (Premium class)
- R5: Formerly CL4710 (Business class)
- R7: Formerly CL6720 (lie-flat Business class)

Mark Hiller, CEO of RECARO Aircraft Seating and RECARO Holding commented: "AIX is the stage where the future of aircraft interiors takes shape, and we are excited to be at the heart of this innovation hub. Our presence here is a testament to our commitment in advancing comfort, design, and technology, and it's with great pride that RECARO returns to AIX to meet with industry

peers, partners, and customers, exchanging ideas that drive aviation forward."

A 2024 Crystal Cabin Award finalist, the revamped R Sphere seat leads the charge in the company's sustainability efforts. Using materials such as cork, wood, and recycled fishing nets, the R Sphere demonstrates the company's dedication to environmental stewardship, reducing CO2 emissions by 63 tons per aircraft annually and being 100% recyclable at the end of its life. The RECARO innovation and engineering teams are actively working to certify more recycled materials for use in seats.

The comprehensive seating portfolio spanning economy, premium and business class, offered by RECARO will be presented at AIX 2024. Among them, the R7 business class seat will feature leading-edge smart technology for an unparalleled experience.

AIX guests will also have the opportunity to explore the R Horizon, freshly updated with additional comfort features and smart technology, reaffirming the dedication of RECARO to progressive design and passenger experience.

In addition, the SPRINT seat will demonstrate a sharp focus on customer service for RECARO with an eight-week lead time, ideal for leasing airlines in need of timely quality solutions.

Headquartered in Schwaebisch Hall, Germany, RECARO has more than fifty years of experience in ergonomic aircraft seating. Investing in new technologies and people has resulted in RECARO becoming a global market leader in economy class seating with more than one million seats flying worldwide.

27 MAY 2024

ARTICLE LINK:

<https://50skyshades.com/index.php/news/manufacturer/recaro-aircraft-seating-debuts-new-seat-naming-concept-at-aix-2024>