BERJAYA AIR TAKES DELIVERY OF WORLD'S FIRST AIRCRAFT IN ATR HIGHLINE CONFIGURATION

News / Airlines, Manufacturer



World first ATR 72-600 featuring the ATR HighLine “All-Business Class” configuration touched down in Kuala Lumpur today, marking a major milestone for regional aviation. ATR’s new cabin concept received certification from both EASA and the Malaysian authorities earlier this month, confirming its readiness for commercial operations worldwide. The delivery represents a dual first for Berjaya Air; the airline’s inaugural ATR 72-600 and the launch platform for ATR’s new premium cabin collection. It also heralds a new era in regional travel, combining semi-private flying comfort with the proven efficiency of turboprop operations.

The aircraft features a fully bespoke, all–business class cabin, accommodating 26 seats in a spacious and unique 1-by-1 layout, ensuring every guest benefits from direct aisle access and

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direct view to multiple windows. The handcrafted ETEREA seats by Geven – the widest ever installed on the ATR platform – offer generous living space and a refined personal side console with integrated stowage.



One of the cabin’s most distinctive elements is the executive?style ceiling, where overhead bins have been replaced by sleek valence panels. This design opens up the cabin, floods the interior with natural light, and creates a volume comparable to that of the world’s largest private aircraft – all on board the most fuel-efficient regional aircraft.

Berjaya Air will begin operating the aircraft in the coming days, launching its first flight on a new route between Subang and Koh Samui. It will then roll out its “affordable luxury” experience on its newly expanded regional network, with direct connections throughout Malaysia, Thailand, Vietnam and Indonesia, and a focus on serving Berjaya Group’s portfolio of hotels and resorts. Travellers will benefit from a seamless experience that offer a high touch of hospitality to island destinations such as Redang and Langkawi. The new aircraft in ATR HighLine All-Business Class configuration will also be available for charter operations across the Asia-Pacific region.

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Syed Ali Shahul Hameed, Group CEO of Berjaya Property Berhald, commented: “Taking delivery of the world’s first ATR 72-600 in ATR HighLine configuration marks an important step in Berjaya Air’s transformation journey. This new cabin experience enables us to offer guests a seamless and refined journey to some of the region’s most sought-after destinations, while maintaining our strong commitment to operational efficiency and service excellence. Whether serving resort destinations or charter operations across the region, the ATR HighLine cabin allows us to deliver an end-to-end premium travel experience that reflects Berjaya’s hospitality heritage and long-term vision.”

ATR CEO Nathalie Tarnaud Laude stated: “This milestone demonstrates how the ATR family continues to evolve to meet new market expectations. The ATR HighLine cabin collection opens new possibilities for operators seeking exceptional onboard comfort while leveraging all the efficiency and operational benefits of the aircraft. Together with Berjaya Air, we are demonstrating the inherent versatility of the ATR platform, capable of adapting to a wide range of operator needs without compromising its core strengths.”

Berjaya Air will take delivery of a second factory-new ATR 72-600 in the same “All-Business Class” configuration in the third quarter of this year.

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