# BOEING LIFTS 737 SEATING OPTIONS

**News / Manufacturer**



**Boeing is to unveil its latest economy class seat for its top-selling narrowbody at the Aircraft Interiors Expo (AIX) which opens tomorrow in Hamburg – which it developed with the product's inventors after meeting them when they unveiled a prototype at last year's show.**

**The LIFT by EnCore seat for the 737 NG and Max will be available as a factory fit and retrofit, and is the first seat specifically designed to complement the Boeing Sky Interior, says the airframer.**

Speaking in Hamburg on the eve of AIX 2016, Gary Senechal, senior manager of Boeing's seat integration team, says: "We saw it last year, met with EnCore and spent a lot of time optimising it for the 737."

Tom McFarland, owner and chief executive officer of the EnCore group of companies, adds: "We welcomed the opportunity to partner with Boeing to deliver a seat that perfectly complements the

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Boeing Sky Interior while setting the industry standard for comfort and reliability. We know that the industry is craving predictability and to that end, we are applying EnCore's proven track record for delivering on time, every time."

The seat is due for delivery in mid-2017.

LIFT is the seating division of EnCore based in Huntington Beach, California. Founded in 2011 by Jim Downey and McFarland, the EnCore group of companies serves the commercial aerospace and defence sectors with a range of products including seats, floor-to-floor interiors, galleys and monuments and composite aircraft structures.

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