



NEW CABIN CUSTOMIZATION AREAS OPENED AT AIRBUS' AIRSPACE CUSTOMER DEFINITION CENTRE

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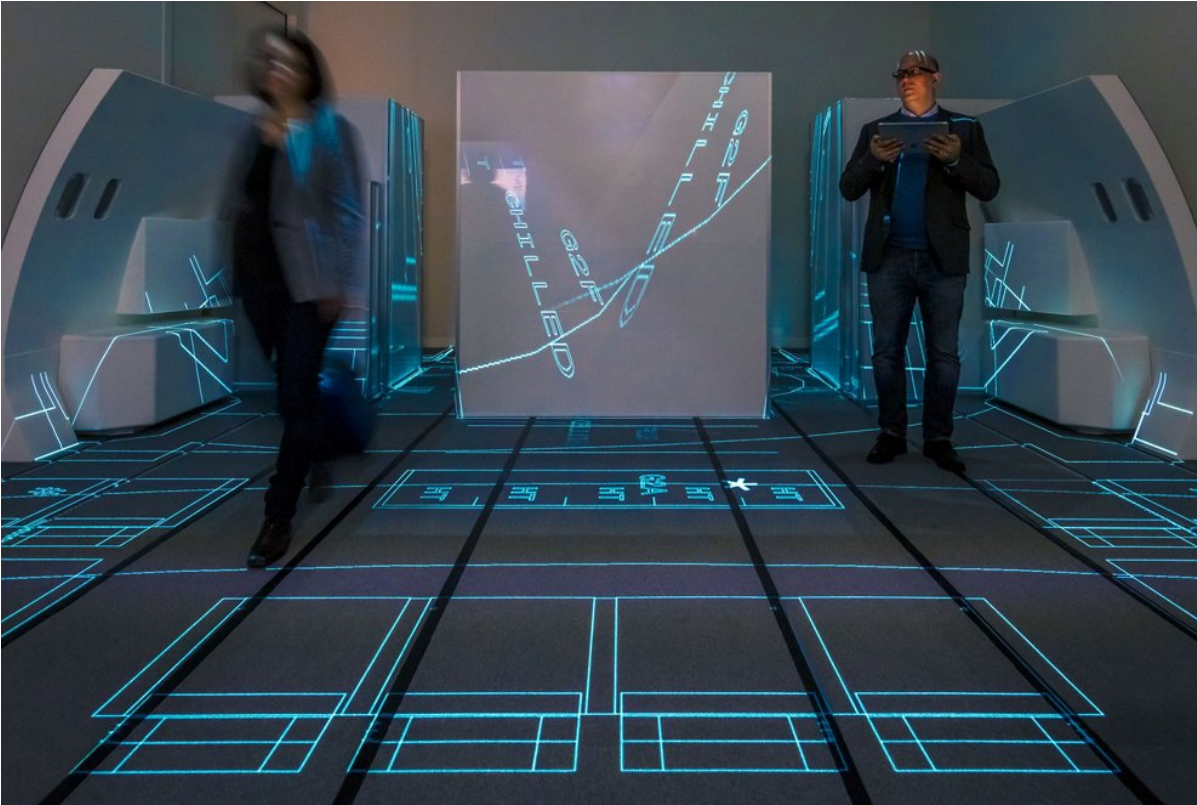


In order to complement the existing A350 XWB customisation areas, Airbus has extended its Airspace Customer Definition Centre (CDC) with cross-programme cabin customisation including now the A320 and A330 programmes.

From now on, operators of all these programmes can experience the well-established approach for a fast, easy and state-of-the-art cabin definition which Airbus has been offering for A350 XWB customers since the original CDC first opened in 2014. Furthermore, the CDC now fully adopts the “Airspace” Cabin Brand, which was first launched with the A330neo, and sets new cabin standards of comfort, ambience, service and design for airlines and their passengers. Consequently, the CDC was renamed to Airspace Customer Definition Centre.

Following the launch of this extension in April 2017, construction began to enlarge the existing CDC premises by redeveloping and equipping a large adjacent aircraft hangar into a state-of-the-art and cooperative working environment. Recently completed, the new facility adds approximately 4,500 m² of new space over two floors dedicated for A320 and A330 customers, and will foster the realisation of their integrated cabin solutions. The CDC

extension features new customer-specific mock-up areas as well as highly flexible presentation and conference rooms on two levels with the ambience of an industrial loft.



“With the ability of the A320-Family aircraft to serve long-range routes and the A330neo evolution, the cabins of these aircraft families have become more specific and are subject to intense customisation,” said Sören Scholz, Airbus Senior Vice President Cabin & Cargo Programme. “Since today four out of five A350 XWB customers are simultaneously A320/A330 operators, this step is a win-win-situation for all involved stakeholders to foster and streamline the cabin definition across their fleet.”

In the CDC customers follow a unique definition process through a purposely designed array of highly dedicated zones. In line with Airbus’ track record of cabin innovation, the extension brings several new technologies and services which are now available across the different aircraft types. A key highlight is a new Airbus invented floor projection system which displays the full-scale real cabin layout on the floor. Combined with original cabin elements, customers can perform “live” tests of alternative layouts and scenarios. In addition to this innovation, some configuration mock-ups have been expanded to include a cargo area to discuss solutions for the use of the space in the lower-deck. Furthermore, meeting rooms are updated with the latest VR-technologies.



The combination of functional play rooms for cabin equipment testing, exhibition areas for typical airline product staging, design studios for material and mood light definitions, virtual and augmented reality technology complemented by customer-specific mock-up areas, make the Airspace CDC a unique and attractive one-stop-shop for customers.

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