



Press Release

RECARO AIRCRAFT SEATING SELECTED BY SOUTHWEST AIRLINES® TO EQUIP NEW BOEING 737 MAX 8 AIRCRAFT DELIVERIES WITH BL3710 ECONOMY CLASS SEAT

This award marks the first-ever collaboration between Southwest Airlines and RECARO

SCHWAEBISCH HALL, GERMANY, FEBRUARY 2, 2024 – RECARO Aircraft Seating (RECARO) was selected by Southwest Airlines (Southwest®) to equip new aircraft deliveries with the BL3710 economy class seat. The Dallas-based airline will begin taking deliveries in 2025.

The award-winning BL3710 will feature a multi-adjustable headrest cushion, an ergonomically enhanced seat bottom, a backrest with lumbar support, and a new armrest design that maximizes seat width. Southwest selected this seat based on feedback from testing, workshops, and comfort studies.

“This award is a tremendous accomplishment for Team RECARO. We are proud to collaborate on expanding our footprint in the Americas, especially when we get to work with a local partner like Southwest who began their story the same time as us,” said Dr. Mark Hiller, CEO of RECARO Aircraft Seating and RECARO Holding. “Our BL3710 will be a great addition to the airline that is committed to putting people first, as its durable design and comfort features will serve passengers well for many years to come.”

“Since RECARO was founded in Fort Worth, it’s been a long-term goal to work with our neighbors – Southwest Airlines. From their servant-leadership and people-centric culture to their stance on sustainability and involvement in the community, the similarities we see in our companies’ cultures and values is astounding,” said Sunitha Vegerla, General Manager of RECARO Aircraft Seating Americas. “As we look to the future, this partnership is a great milestone in the significance of sustainability and meeting customer needs in every seat design.”

The unique shape of the backrest foam also enhances the ergonomic seat design and is a callback to the automotive expertise of RECARO, which stretches back to 1906. From the artificial leather dress cover to the lightweight structure of the seat, sustainability played a major part in the creation of the BL3710 for Southwest Airlines.

Founded in 1971, Southwest Airlines operates one of the world's most admired and awarded airlines, offering its one-of-a-kind value and Hospitality at 121 airports across 11 countries, and employing nearly 75,000 People.

About RECARO Aircraft Seating

RECARO Aircraft Seating is a global supplier of premium aircraft seats for airlines and OEMs. The market leader in economy class seating is known for product innovation, award-winning customer service and “driving comfort in the sky.” As RECARO expands its global footprint and invests double digit in R&D, the family-owned company remains committed to reliability, efficiency, sustainable practices and supporting employee growth. Headquartered in Schwaebisch Hall, Germany, RECARO employs nearly 2,400 people worldwide across its sites in China, Poland, South Africa and the United States, earned 403 million euros in revenue in 2022. For more information, please visit www.recaro-as.com.

About RECARO Group

The RECARO Group comprises the independently operating divisions RECARO Aircraft Seating in Schwaebisch Hall, Germany, RECARO Gaming located in Stuttgart, Germany, and RECARO Rail located in Grodzisk Wielkopolski, Poland. The Group’s consolidated sales amounted to nearly 425 million euros in 2022. Currently the Group employs more than 2,500 employees worldwide. For more information, please visit www.recaro.com.



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