

## Press Release

**Recaro looks back on successful AIX 2018**

### **Premium seat manufacturer's young product profile is highlight of AIX 2018**

**SCHWAEBISCH HALL, Germany – Recaro Aircraft Seating closed out the Aircraft Interiors Expo (AIX) 2018 in Hamburg with strong interest in its young product portfolio. A number of new orders were announced at the three-day trade fair with major global carriers, including Avianca, Cathay Pacific, Cebu Pacific, China Southern, Donghai Airlines, GOL Linhas Aéreas, Juneyao Airlines, Peach, Ruili Airlines, Singapore Airlines, SpiceJet, and WOW air. The world market leader in economy class seats also presented a CL6710 business class design study and an interactive Customer Service Life Cycle Wall.**

There was a lot of interest in the Recaro booth for the seat manufacturer's young product portfolio, including an unveiling of the new BL3710 lightweight economy class seat, mastering short and mid range, as well as I-Seat and connectivity features. The lightweight CL3710 economy class seat for short and medium haul flights was presented with a new trim and finish, which included newly designed seat covers and surfaces that reflected Recaro brand's exceptionally high standard. Recaro was also awarded a certificate in the Airbus supplier support rating, an

honor that reviews product reliability, spares on-time delivery, quick response times of customer service, and cost.

Incorporated in this year's booth was the premium seat manufacturer's "five-star package" – Individuality, Privacy, Total Cost of Ownership, I-Seat and Lifecycle – which highlighted Recaro's significant added value.

Early feedback from Recaro booth visitors was very positive and confirmed that Recaro's customer journey, from the sales process all the way through customer support, is on the right path.



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Recaro Aircraft Seating showcased a young product portfolio at the AIX. Highlights of the booth included Customer Ceremonys, an interactive Customer Service Journey Wall, an Airbus supplier support rating and a CL6710 business class design study.



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Recaro's "five-star package" – Individuality, Privacy, Total Cost of Ownership, I-Seat and Lifecycle – offering customers significant added value, was presented at the AIX.

*Recaro Aircraft Seating is a global supplier of premium aircraft seats for the leading airlines worldwide. The company has over 2,200 employees, including more than 1,000 working in Germany. It operates plants in Germany, Poland, South Africa, the U.S. and China, as well as service centers in Europe, the Americas, the Middle East, Asia, and Australia. Based in Schwaebisch Hall, Germany, Recaro Aircraft Seating generated sales of 452 million euros in 2016. The company ranks among the world's top three aircraft seat manufacturers.*

*Recaro Aircraft Seating is part of the Recaro Group, which includes Recaro Holding based in Stuttgart, as well as the independently operating Recaro Child Safety division (child car seats) in Marktleugast, Germany.*

*The automotive seating business is operated by the licensee Recaro Automotive Seating.*

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Press contact:

Simone Wyder

Telephone: +49 711 16 44 6 - 18

media@recaro-as.com