



Press Release

RECARO AIRCRAFT SEATING AND ALASKA AIRLINES CELEBRATE 10 YEARS OF PARTNERSHIP

Since 2018, 100% of Alaska Airlines fleet has been outfitted with Recaro seats

Fort Worth, Texas, November 17, 2022 – The decade-long partnership between Recaro Aircraft Seating (Recaro) and Alaska Airlines began with the selection of the CL4400 and the Crystal Cabin and Red Dot Award-winning BL3520. By project conclusion, more than 27K pax were delivered and installed on Alaska’s Boeing fleet.

Subsequent projects throughout the years have delivered nearly 20K pax for various cabin retrofit and linefit programs, as well as the recent relaunch of Alaska’s Airbus fleet. By the end of 2022, Recaro will surpass a 50K pax milestone with their long-term customer.

“Our partnership with Alaska exemplifies our commitment to next-level customer relations and we have learned so much from one another over the years,” says Sunitha Vegerla, General Manager at Recaro Aircraft Seating Americas. “With Alaska’s plan to reach net zero carbon emissions by 2040, it’s more important than ever for Recaro to be in lock-step with our partners.”

Throughout the partnership, the companies have collaborated to develop unique seating options for passengers, including the design of the CL4710, which is used as a business class seat on Alaska aircraft, and the BL3530 high literature pocket, which increases living space for passengers and reduces seat weight by allowing for a slimmer seat design and maximizes high-density layouts. As both companies look to the future, weight management and the reduction of CO2 emissions continue to play an integral role in comfort, safety, and design.

“Recaro and Alaska stand at the forefront of innovation as we work towards enhancing the passenger experience while navigating rising industry demands for lower environmental impacts,” says Dr. Mark Hiller, CEO at Recaro Aircraft Seating and Recaro Holding. “Our design engineers offer lightweight solutions while leading the way with seat quality and comfort that Alaska and their passengers have come to expect.”

Alaska Airlines was first founded in 1932, flying passengers, mail and cargo on routes in Alaska. Today, the Seattle-based airlines flies passengers to 115 destinations on 1,200 daily flights.

“We stand for care at Alaska and a big part of how we demonstrate care is through our thoughtful, high quality product touches,” Sangita Woerner, SVP of Marketing and Guest Experience at Alaska Airlines. “Since 2012, Recaro has played a leading role in helping us deliver incredible comfort, convenient features and reliability for our guests. As we continue to deliver our new fuel-efficient 737 MAX fleet and begin to refresh our 737 NG interiors, we appreciate of the decade long partnership we’ve forged with Recaro.”

The Recaro site in Fort Worth, Texas, has been serving North and South American-based airlines and suppliers since its founding in 1998.

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, the family-owned company remains committed to reliability, efficiency, sustainable practices and supporting employee growth. Headquartered in Schwaebisch Hall, Germany, Recaro employs 2,100 people worldwide across its sites in China, Poland, South Africa and the United States, and earned 260 million euros in revenue in 2021. 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 and Recaro Gaming in Stuttgart as well as the Recaro Holding located in Stuttgart. The Group’s consolidated sales amounted to nearly 270 million euros in 2021. Currently the Group employs more than 2,200 employees worldwide. For more information, please visit www.recaro.com.

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