

Press Information

Evolution of the successful BL3520 for the economy class

Staying connected in the Recaro BL3530

Schwaebisch Hall/Hamburg, Germany. At the Aircraft Interiors Expo 2014 in Hamburg, Recaro Aircraft Seating will unveil the evolution of its bestseller BL3520. The new Recaro BL3530 combines the outstanding passenger comfort and lightweight design of the globally successful predecessor with innovative solutions which facilitate the handling of personal electronic devices. New contemporary style elements and additional features make this seat the best choice for short- and medium-haul flights.

More and more airlines are responding to the bring-your-own-device (BYOD) trend. They are offering in-flight entertainment and information programs that no longer only run on seat or cabin ceiling monitors, but can be downloaded to passengers' tablet PCs, laptops, or other personal devices. "Connectivity is no longer just an option, but a necessity. With our new BL3530, we respond to these market demands", says Dr. Mark Hiller, Chief Executive Officer of Recaro Aircraft Seating. The new seat features smartly-designed solutions which facilitate the handling of personal electronic devices such as a tablet PC holder, a new pocket for stowing as well as power supply for charging electronic devices.

“The new tablet PC holder is the most striking advancement in the evolution of the seat”, explains Mark Hiller. “Its ingenious design enables ideal ergonomic positioning of all standard-sized tablet devices with an optimal viewing angle.” For unlimited usability during the flight, the tablet holder is functional even when the tray table is folded down – so that it can still be used during meals or while passengers are working. An integrated power supply for charging electronic devices is also provided. Last but not least, the Recaro team devised an innovative and very practical solution: In a smart pocket, tablet PCs, smart phones, e-readers, or other personal devices can be safely stowed and protected from scratches.

Furthermore, the BL3530 features new contemporary style elements. Timeless design solutions are especially apparent in the contour of the backrest, and the baggage bar. New comfort cushions, a movable headrest, a separate cup holder and fabric and leather dress covers round out the BL3530’s comfort features.

“The seat not only offers a higher level of comfort, new features, user-friendliness, and ingenious design, it is also lighter than its predecessor”, says Klaus Steinmeyer, Vice President Business Development at Recaro Aircraft Seating. “Thanks to design optimizations, the BL3530 weighs just over ten kilograms per seat.” In conjunction with its slim, space-saving backrest, the BL3530 enables high-density layouts with pitches from 28 to 34 inches and also contributes to reducing fuel consumption and emissions. “With its additional emphasis on simplified maintenance and minimized life cycle costs, our new Recaro BL3530 is poised to take off and continue the success story of its predecessor. Just in time for this year’s trade show in Hamburg, the award-winning BL3520 set a new record: 200,000 units of this top-selling product have been ordered

by our customers worldwide since the end of 2010", says Mark Hiller.

Recaro Aircraft Seating offers a modification kit for airlines using the Recaro BL3520. To retrofit the seats with these innovative solutions, the new BYOD features and the cup holder from the BL3530 are available as a separate upgrade package.

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