TIME TO CELEBRATE - SINCE 2018, 100% OF ALASKA AIRLINES FLEET HAS BEEN OUTFITTED WITH RECARO SEATS

News / Airlines

The decade-long partnership between Recaro Aircraft Seating 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.

Sunitha Vegerla, General Manager at Recaro Aircraft Seating Americas, commented: "Our partnership with Alaska exemplifies our commitment to next-level customer relations and we have learned so much from one another over the years. 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."

Sangita Woerner, SVP of Marketing and Guest Experience at Alaska Airlines, stated: "We stand for care at Alaska and a big part of how we demonstrate care is through our thoughtful, high

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quality product touches. 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 appreciative of the decade long partnership we've forged with Recaro."

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.

Dr. Mark Hiller, CEO at Recaro Aircraft Seating and Recaro Holding, said: "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. 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. The Recaro site in Fort Worth, Texas, has been serving North and South American-based airlines and suppliers since its founding in 1998.

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