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

News / Airlines



RECARO Aircraft Seating was selected by Southwest Airlines to equip new aircraft deliveries with the BL3710 economy class seat. The Dallas-based airline will begin taking deliveries in 2025.The 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.

Dr. Mark Hiller, CEO of RECARO Aircraft Seating and RECARO Holding, commented: “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. 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.”

Sunitha Vegerla, General Manager of RECARO Aircraft Seating Americas, said: “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

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and involvement in the community, the similarities we see in our companies' cultures and values is astounding. 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.



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