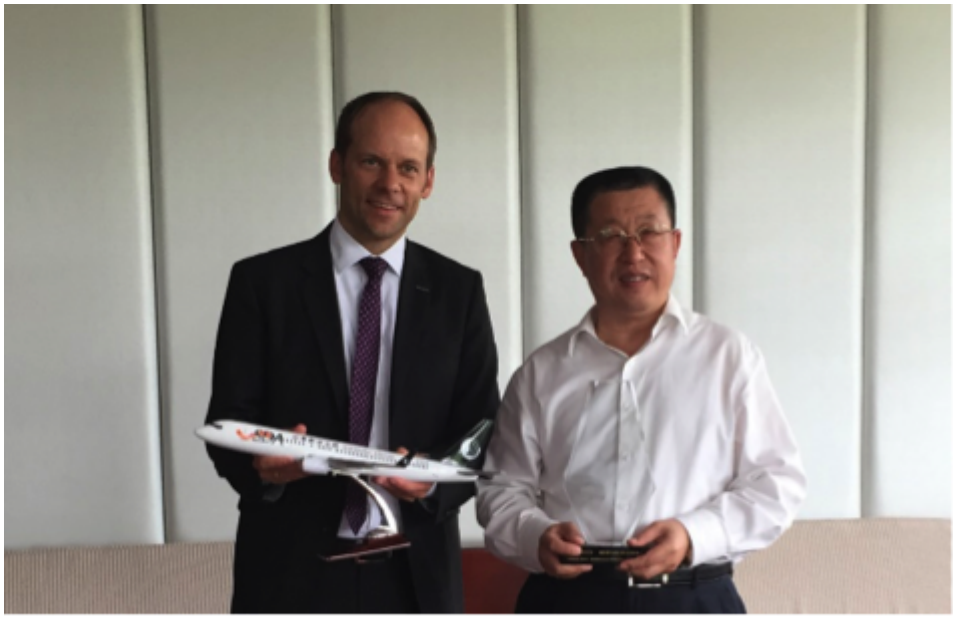
Shandong Airlines orders 6,000 Recaro seats for 737 MAX

By **Rick Lundstrom** on July, 11 2017 | Seating



Shandong Airlines is further expanding its collaboration with Recaro Aircraft Seating with an order for 6,000 units of the CL4400 and BL3530 seats for34 shipsets of the 737 MAX.

This is the third collaboration with Recaro since 2013 when Shandong Airlines was the launch customer for the Recaro site in China.

The CL4400 model has a generously adjustable backrest and an individually adjustable headrest, among other features. The use of consoles instead of conventional armrests offers passengers more privacy. To provide passengers with a wide variety of in-flight entertainment programs, the seats can also be equipped with monitors.

“Innovative connectivity solutions are one of the BL3530’s outstanding characteristics. They enable passengers to plug in and use their own electronic devices on board. With this option we responded early to a new market need,” said Dr. Mark Hiller, Chief Executive Officer and Shareholder at Recaro.

In addition to the individual connectivity options, the BL3530 also offers optimized design and a weight of slightly more than 10 kilograms. The space-saving backrest facilitates an efficient use of the cabin with seat spacing between 28 and 34 inches. The low weight of the seat reduces fuel consumption, and the seat is guaranteed to be extremely maintenance friendly over its entire life cycle.

In light of the airline’s ambitious goals, it is important to Xiu Jiang Sun, President of Shandong Airlines, that the company can rely on proven and experienced partners: “The satisfaction and well-being of our passengers on board is our most important success factor.”

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