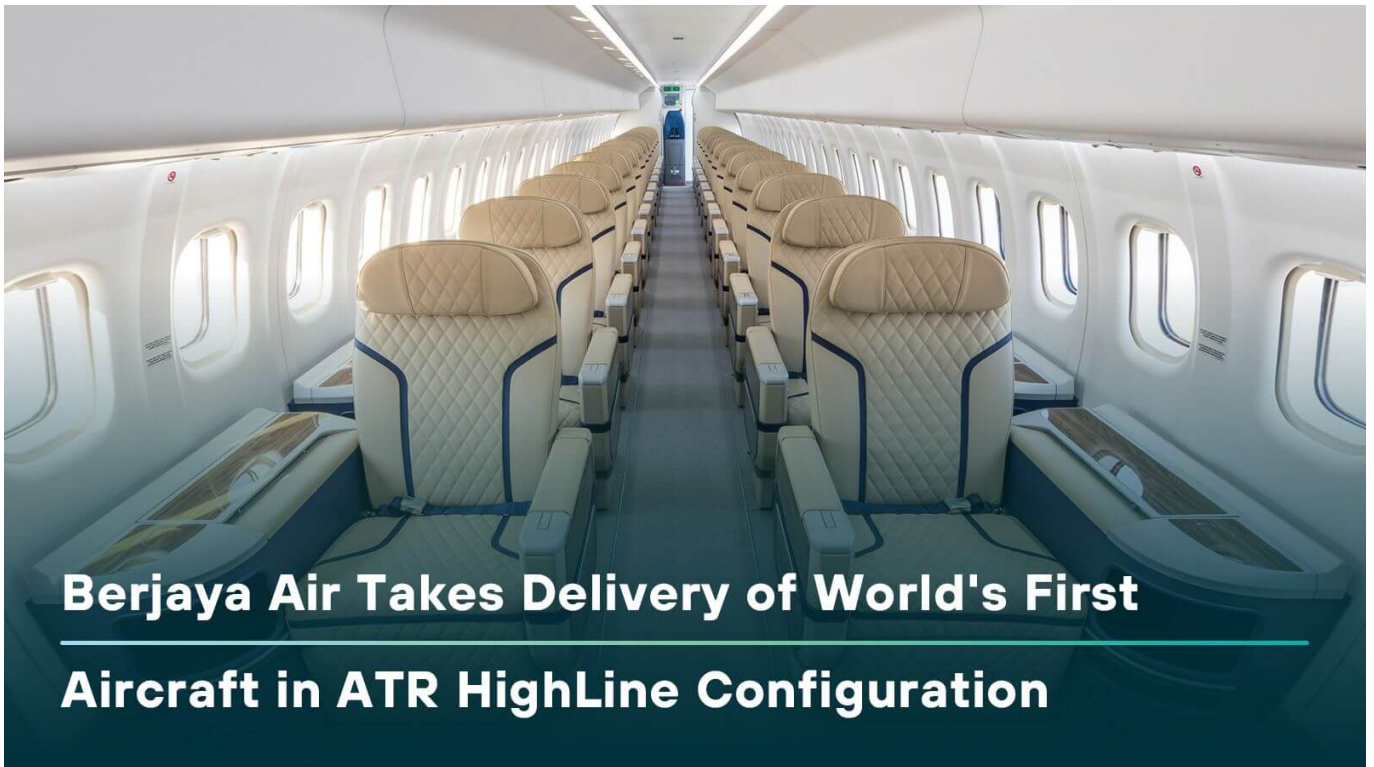


Berjaya Air debuts ATR HighLine cabin with Geven seats



Berjaya Air's ATR Highline configuration with Geven's ETEREA seats

The world's first ATR 72-600 featuring the [ATR HighLine](#) "All-Business Class" configuration has touched down in Kuala Lumpur, marking a major milestone for regional aviation. The ATR cabin concept received certification from both EASA and the Malaysian authorities earlier this month, confirming its readiness for commercial operations worldwide.

The delivery represents a dual first for [Berjaya Air](#) with the airline's inaugural ATR 72-600 and the launch platform for ATR's new premium cabin collection.

The aircraft features a fully bespoke, all-Business Class cabin, accommodating 26 seats in a one-by-one layout, giving all passengers direct aisle access and direct view to multiple windows. The handcrafted ETEREA seats by [Geven](#) – the widest ever installed on the ATR platform – offer generous living space and a refined personal side console with integrated stowage.

One of the cabin's most distinctive elements is the executive-style ceiling, where overhead bins have been replaced by sleek valance panels. This design opens up the cabin, floods the interior with natural light, and creates a volume comparable to that of the world's largest private aircraft – all on board the most fuel-efficient regional aircraft, the ATR press release said.

Berjaya Air will begin operating the aircraft this month, launching its first flight on a new route between Subang and Koh Samui. It will then roll out its "affordable luxury" experience on its expanded regional network, with direct connections throughout Malaysia, Thailand, Vietnam and Indonesia, and a focus on serving Berjaya Group's portfolio of hotels and resorts.

"We are proud to celebrate the delivery of the World's First ATR HighLine Configuration to Berjaya Air₁

This groundbreaking ATR 72-600 features an All-Business Class cabin designed to offer an unparalleled guest experience," Geven commented. "Thank you to ATR and Berjaya Air for choosing Geven to redefine premium regional travel."

ATR Chief Executive Officer Nathalie Tarnaud Laude added, "This milestone demonstrates how the ATR family continues to evolve to meet new market expectations. The ATR HighLine cabin collection opens new possibilities for operators seeking exceptional onboard comfort while leveraging all the efficiency and operational benefits of the aircraft. Together with Berjaya Air, we are demonstrating the inherent versatility of the ATR platform, capable of adapting to a wide range of operator needs without compromising its core strengths."

Berjaya Air will take delivery of a second factory-new [ATR 72-600](#) in the same "All-Business Class" configuration in the third quarter of this year.