
Korean start-up takes Recaro seating

By **Rick Lundstrom** on April, 22 2019 | Seating



At the signing last week are, left to right, Caroline Yoon, Manager of Customer Experience Division, Air Premia, Rene Lux, Vice President Customer Asia Pacific, Recaro Aircraft Seating, Irene Tan, General Manager Asia Pacific, Recaro Aircraft Seating, Dr. Mark Hiller, CEO and Shareholder, Recaro Aircraft Seating, Helen Park, Chief of Customer Experience (CX) Officer, Air Premia, Zos Lee, Designer of Customer Experience Division, Air Premia, Jung Yun You, General Manager of Cabin Operation Division, Air Premia, EunYoung Lim, Manager of Customer Experience Division, Air Premia, Sheraza Altway, Regional Sales Director, Recaro Aircraft Seating

[Air Premia](#), a new South Korean hybrid airliner, will receive its first 787-9 in mid 2020 equipped with Recaro's CL3710 Economy Class seat and PL3530 Premium Economy Class seat.

Seoul-based Air Premia is set to begin operation in September 2020. The airline will provide low-cost air travel with upscale and full-service features with a wide body service.

"We are delighted and proud to welcome Air Premia on board as a new customer," said Dr. Mark Hiller, CEO and Shareholder of Recaro Aircraft Seating. "With almost 50 years of experience in aircraft seating, we deliver premium quality for every segment in the aviation industry. That combined with innovative design for ultimate passenger comfort is the key to our and Air Premia's success."

"As a hybrid airline we promise our passengers a combination of comfort and quality at a reasonable price," says Dr. Jong Chul Kim, CEO of Air Premia. "Recaro allows us to live up to that promise by delivering the best possible comfort features, ergonomic and efficiency. This ensures our passengers the best travel experience, but also helps us to be as cost-efficient as possible by reducing fuel burn and hence costs."



Recaro's CL3710 Economy Class seat