

Recaro Aircraft Seating and Alaska Airlines mark collaborative milestone



The CL4710 Business Class seat is just one result of the design collaboration between Alaska Airlines and its exclusive seat supplier, Recaro

[Recaro Aircraft](#) is celebrating 10 years of being a preferred seat supplier for [Alaska Airlines](#).

The partnership began with the selection of the Business Class CL4400 and Economy Class BL3520 seats for delivery and installation of 27,000 units delivered and installed on Alaska's Boeing fleet.

From its Fort Worth, Texas site, Recaro has subsequently delivered nearly 20,000 seats for the carrier's various cabin retrofit and line-fit programs, as well as the recent relaunch of Alaska's Airbus fleet. According to a statement from the manufacturer, it expects to surpass the 50,000-seat milestone with its long-term customer.

"We stand for care at Alaska and a big part of how we demonstrate care is through our thoughtful, high-quality product touches," commented Sangita Woerner, SVP of Marketing and Guest Experience at Alaska Airlines in a press release. "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 are appreciative of the decade-long partnership we've forged with Recaro."

"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," added Dr.

Mark Hiller, CEO at Recaro Aircraft Seating and Recaro Holding in the statement. “Our design engineers offer lightweight solutions while leading the way with seat quality and comfort that Alaska and their passengers have come to expect.”

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.

“Our partnership with Alaska exemplifies our commitment to next-level customer relations and we have learned so much from one another over the years,” said Sunitha Vegerla, General Manager at Recaro Aircraft Seating Americas in the release marking the milestone. “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.”

Since 2018, 100% of Alaska Airlines' fleet has been outfitted with Recaro seats.