

# RECARO Aircraft Seating debuts seating rebrand at AIX

This is a special feature from [PAX Tech's July 2024](#) issue, on [page 43](#).



RECARO's R Sphere seat on display at AIX 2024

[RECARO Aircraft Seating](#) returned to AIX in Hamburg this May with a rebrand of its entire selection of seats.

“It took us years to train our customers about all the names,” joked Dr. Mark Hiller, Chief Executive Officer, RECARO, at the press briefing in Hamburg. “So, we said, ‘it’s time for a change.’”

The new seat names begin with an R to enforce brand consistency, which the former seats names did not reflect. The goal is to provide greater clarity for customers about the seating portfolio.

- R1: Formerly SL3710 (short/med-range, Economy class)
- R2: Formerly BL3710 (short/med-range, Economy Class)
- R3: Formerly CL3810 (medium/long-range, Economy Class)
- R4: Formerly PL3810 (Premium Class)
- R5: Formerly CL4710 (Business Class)
- R7: Formerly CL6720 (lie-flat Business Class)

RECARO also featured the R Sphere at its AIX booth, a sustainable seat made of eco-friendly and upcycled materials that is slated for certification in October.