

Southwest Airlines selects RECARO for 737 MAX 8 economy seats



RECARO Aircraft Seats on Southwest (Photo Credit: Tangerine)

In the first-ever collaboration between the two companies, [RECARO Aircraft Seating](#) has announced it has been selected by [Southwest Airlines](#) to equip upcoming aircraft deliveries with its BL3710 economy class seat. The airline will begin taking deliveries in 2025, the press release said.

“This award is a tremendous accomplishment for Team RECARO. We are proud to collaborate on expanding our footprint in the Americas, especially when we get to work with a local partner like Southwest who began their story the same time as us,” said Dr. Mark Hiller, CEO of RECARO Aircraft Seating and RECARO Holding. “Our BL3710 will be a great addition to the airline that is committed to putting people first, as its durable design and comfort features will serve passengers well for many years to come.”

The BL3710 seat features a multi-adjustable headrest cushion, an ergonomically enhanced seat bottom, a backrest with lumbar support and an armrest design to maximize seat width. Southwest has chosen this seat based on feedback from testing, workshops and comfort studies.

The seat is also a sustainable choice for Southwest Airlines because of the artificial leather dress cover and lightweight structure.

“Since RECARO was founded in Fort Worth, it’s been a long-term goal to work with our neighbors – Southwest Airlines. From their servant-leadership and people-centric culture to their stance on sustainability and involvement in the community, the similarities we see in our companies’ cultures and values is astounding,” said Sunitha Vegerla, General Manager of RECARO Aircraft Seating Americas. “As we look to the future, this partnership is a great milestone in the significance of sustainability and meeting customer needs in every seat design.”