Singapore Airlines unveils next generation long-haul cabin products



Singapore Airlines' next-generation First Class centre seats offer a spacious, private cabin experience with enhanced comfort and flexibility

Singapore Airlines has unveiled its next-generation long-haul cabin products, investing more than US$2 billion to enhance the passenger experience across First Class, Business Class, Premium Economy Class and Economy Class.

The cabin products will be progressively introduced from the second half of 2027 on the airline's 777-9 fleet and 41 retrofitted A350-900 long-haul and A350-900 ultra-long-range aircraft.

Designed to provide greater privacy, comfort and flexibility, the new interiors aim to give passengers more control over how they work, dine, relax and rest during their journey.

"While each cabin has been designed individually, they are united by the same ambition to make the experience more comfortable, flexible, and rewarding for our customers," said Lee Lik Hsin, Chief Commercial Officer, Singapore Airlines.

"Singapore Airlines' next-generation long-haul cabin products will ensure that our customers travel more comfortably than before, and have greater control over their inflight experience, whether they are working, dining, relaxing or resting."

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Singapore Airlines' new Premium Economy Class seats feature enhanced recline and leg support, designed to improve comfort on long-haul flights

The upcoming 777-9 aircraft will feature new products across all four cabin classes.

Meanwhile, the retrofitted A350-900 long-haul and A350-900ULR aircraft will receive new Business Class seats, with First Class introduced on the A350-900ULR fleet for the first time.

Development of the cabin products was informed by extensive research involving more than 5,000 frequent travelers, passengers, employees and industry experts worldwide.

Through focus groups, interviews, surveys and concept testing, SIA examined changing passenger expectations, identifying growing demand for privacy, intuitive functionality, flexibility and more personalized inflight experiences.

The airline collaborated with several international design firms to develop the interiors, including PriestmanGoode for First Class, Designworks for Business Class and Factorydesign for Premium Economy Class and Economy Class.

Manufacturing partners Collins Aerospace and RECARO Aircraft Seating will bring the designs to life, with Collins Aerospace supplying the First Class, Premium Economy Class and Economy Class seats, while RECARO will provide the new Business Class seats.

The investment forms part of SIA's broader efforts to elevate its end-to-end passenger experience,

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with a focus on comfort, personalization and connectivity across its long-haul fleet.

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