ATR UNVEILS ADVANCED DESIGN OF NEW ALL-BUSINESS INTERIOR

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ATR unveiled an advanced design for its new All-Business Class configuration. With a unique 1-1 layout, the All-Business Class interior features spacious individual business seats with direct window view and aisle access, offering exceptional personal space and privacy. Named 'ETEREA', these new tailor-made seats have been designed and crafted by Geven and provide ample legroom and recline, along with a generous width of 21.6 inches. Each seat has a personal side console that serves both as a table and stowage compartment – amenities made possible by the ATR wider cross-section, providing a level of comfort and convenience not available in narrower regional jets currently in service.

Zuzana Hrnkova, ATR's Vice-President Marketing, commented: "The ETEREA business seat has been designed specifically for ATR by Geven. It will fit ATR's standard seat rails for simplified aircraft customisation and retrofit. Passengers will experience a truly elevated journey from takeoff to touchdown, bringing regional aviation to new heights. This new luxury shuttle configuration will redefine corporate and semi-private travels with an elevated guest experience without compromising on sustainability. The ATR HighLine cabin collection is designed to offer unparalleled comfort, luxury and convenience whilst benefitting from the remarkable fuel efficiency of the turboprop technology."

The All-Business Class offers several options, such as an executive ceiling through the removal of overhead bins, USB A+C charging ports, in-flight entertainment, high-speed internet access and

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high-quality material finishes.

Launch customer and Malaysia-based airline Berjaya Air will deploy its two customised ATR 72-600 HighLine All-Business Class from 2025 to serve the group's numerous luxury hotels and resorts. The modification on Berjaya Air's aircraft will be executed through a Supplemental Type Certificate (STC).

Emitting 45% less CO2 than similar-sized jets, ATR Highline-equipped aircraft are set to disrupt the regional travel industry from within and accelerate the decarbonisation of regional air mobility.

30 MAY 2024

ARTICLE LINK:
https://to.50skyshades.com/news/manufacturer/atr-unveils-advanced-design-of-new-all-business-interior

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