



WELCOME ATR CUTTING-EDGE CUSTOMER EXPERIENCE STUDIO

News / Manufacturer



ATR inaugurated its brand new innovative Customer Experience Studio at its headquarters in France, in the presence of local officials. Equipped with seven cameras, a high-performance sound system, touch screens and virtual reality devices, the ATR Customer Experience Studio is the first of its kind in the aeronautical industry.

Through a series of interactive digital experiences, this fully connected space will enable ATR to bring its customers and stakeholders from all over the world to its headquarters, both remotely and in person, for a fully customisable and comprehensive touch and feel tour of its products and services – with a key focus on the manufacturer’s main competitive advantages, including the low fuel consumption and CO2 emissions of its aircraft family.

Stefano Bortoli, Chief Executive Officer of ATR, commented: “ATR never stands still. The COVID-19 pandemic has deeply transformed our lives, however it also acted as a catalyst in the transition towards new innovative ways of connecting to our customers and stakeholders. This Customer Experience Studio will bring the world to ATR, no matter where they are, offering a premium and customisable experience. With this digital-first approach it will show, not tell, how ATR plays a leading role in regional aviation, at the forefront of sustainability, innovation and comfort. It is a significant investment to support

our long-term vision, in line with our policy of continuous innovation.”

As the manufacturer has recently kicked-off the celebrations of its 40th anniversary, the inauguration of this cutting-edge studio is another testament of the company’s resilience and pioneering spirit.



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