



Jun 27, 2018 09:30 BST

## Norwegian introduces new slimline seats to transatlantic flights on 737 MAX

- Airline introduces slimmer seats on first of 12 737 MAX aircraft in 2018
- New lighter seats give passengers enhanced comfort and more space
- Cabin upgrade introduced a year after first transatlantic flights from Edinburgh

Norwegian has taken delivery of its first Boeing 737 MAX aircraft with an upgraded cabin of new slimline seats that are specifically designed for more comfort on longer routes and will give taller passengers more personal space.

Europe's third largest low-cost airline has more than 100 Boeing 737 MAX on order and will take delivery of 12 brand new Boeing 737 MAX aircraft in 2018. The aircraft service Norwegian's transatlantic routes to New York and Providence near Boston, from the UK and Ireland and as part of the airline's fleet modernisation plan, the 737 MAX will replace older Boeing 737-800s on short-haul routes.

On the one-year anniversary of launching nonstop transatlantic flights to smaller cities on the US East Coast, Norwegian has enhanced the passenger experience on its Boeing 737 MAX by introducing the brand new RECARO 3710C seat.

The new slimmer 189 leather seats have 30" seat pitch and measures 17.2" wide and are designed to add space at knee-level giving customers additional comfort on Norwegian's newest 737 MAX.

Each seat weighs around 10kg - 1kg less than the older model, which reduces the weight of the aircraft by more than 200kg overall. The lower aircraft weight reduces fuel burn and Norwegian's operating costs which allows the carrier to continue delivering affordable fares and an environmentally friendly service.

**Thomas Ramdahl, Chief Commercial Officer at Norwegian said:** *"More than 370,000 customers have flown Norwegian between the UK & Ireland and the US East Coast and now thousands more passengers can fly in slimmer seats that provide more space for the longer flights."*

*"The Boeing 737 MAX's versatility can provide passengers with lower fares on direct transatlantic routes and shorter flights as we plan to replace older aircraft as we maintain a young, modern and fuel-efficient fleet."*

**Dr. Mark Hiller, CEO and Shareholder of RECARO Aircraft Seating said:** *"We are delighted and proud, that Norwegian is the first customer for our new BL3710 seat. The seat embodies RECARO's high quality standards and design principles, while setting all new standards in economy class. With an ideal balance between lightweight design and comfort, RECARO supports the airline to offer their passengers enhanced living space and outstanding comfort."*

Norwegian was the European launch customer for the Boeing 737 MAX in

2017 and has commenced operating its newest Boeing 737 MAX (reg. EI-FYG) featuring the new RECARO seat from May 2018. The airline will retrofit the existing fleet of six Boeing 737 MAX aircraft delivered last year.

The 737 MAX currently services New York Stewart International and Providence airports on the US East Coast which provides good access to the metropolitan centres of New York City and Boston in addition to tourist attractions in New York State and New England.

Pilot opportunities to fly the Boeing 737 MAX are currently available at [www.careers.norwegian.com](http://www.careers.norwegian.com)

- **ENDS**

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### **Norwegian in the UK and Ireland:**

- Norwegian carries **5.8 million UK passengers each year** from London Gatwick, Edinburgh and Manchester Airports to **50 destinations worldwide**
- Norwegian is the **third largest airline at London Gatwick**, with 4.6 million yearly passengers, and with more than 1,000 UK-based pilots and cabin crew
- In 2014, Norwegian introduced the **UK's first low-cost, long haul flights to the U.S.** - the airline now flies to 11 U.S destinations, Buenos Aires and Singapore
- In 2017, Norwegian also launched **affordable transatlantic flights from Edinburgh, Belfast, Dublin, Cork and Shannon** to the US East Coast, using the brand new Boeing 737 MAX aircraft
- Norwegian is the only airline to offer **free inflight WiFi** on UK flights to more than 30 European destinations
- The airline has one of the **youngest aircraft fleets in the world** with an average age of 3.7 years, including next-generation Boeing 787 Dreamliner, Boeing 737 MAX and Boeing 737-800s
- Norwegian has been **voted 'Europe's best low-cost carrier' by passengers** for five consecutive years at SkyTrax World Airline Awards from 2013-2017, along with being awarded the **'World's best low-cost long-haul airline'** in 2015, 2016 and 2017
- Norwegian Reward is the airline's free to join **award-winning loyalty programme** offering members CashPoints and

# Rewards that reduce the cost of Norwegian flights

## Contacts



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