

PRESS RELEASE

ATR shows passenger inclusion innovation at AIX

Toulouse, 1 April, 2019 – ATR, the world leader in the regional aviation market, will attend the Aircraft Interiors Expo in Hamburg, from 2-4 April (stand 6C51, Hall B6). ATR's presence at the world's largest event dedicated to the design and furnishing of aircraft cabin interiors underlines the manufacturer's strong commitment to passenger comfort and wellness.

ATR will be demonstrating at AIX the prototype of Audioback®, a hearing aid loop designed to capture any audio input, such as inflight announcements, and send it to the passengers' hearing aids equipped with a Telecoil, via a magnetic field signal. Audioback® is an innovation that will help improve the on-board experience of hard of hearing travelers and the airlines' responses to their specific needs.

ATR will also be using AIX as an opportunity to discuss improvements of the cabin environment for visually impaired passengers, such as safety instruction cards in Braille.

According to World Health Organization figures from 2018, 6.1% of the world's population, or some 466 million people, suffer from a hearing loss that would qualify as a disability and approximately 1.3 billion people live with some form of vision impairment.

Additionally, ATR will be presenting Cabinstream™, its In-Flight Entertainment system launched in 2018, which gives operators the option of introducing wireless connectivity into the ATR cabin, allowing passengers to access a variety of multimedia content on their personal electronic devices.

Finally, visitors to the ATR stand will be able to experience the ergonomics and comfort of the new 18-inch wide "Neo-Classic" and "Neo-Prestige" seats. Standard on all ATR aircraft since July 2018, they are easily retrofittable on previous generation aircraft.

To stay up-to-date with all of ATR's activities during Aircraft Interiors Expo, follow us on Twitter @atracraft and Instagram atraircraft #ATR72 #ATR42 #ATRintolife #ATRLeads

About ATR:

European turboprop manufacturer ATR is the world leader in the regional aviation market. ATR designs, manufactures and delivers modern regional aircraft, with a customer base fleet encompassing some 200 airlines in nearly 100 countries. The ATR 42 and the ATR 72 are the best-selling aircraft in the market segment of 90 seats or less. With continuous improvement as a driving force, ATR produces cutting edge, comfortable and versatile turboprops that help airlines expand their horizons by creating more than 100 new routes every year. Compared with other turboprops, ATRs offer an advantage of 40% on fuel burn, 20% on trip cost and 10% on seat cost, whilst offering the lowest CO₂ and noise emissions. ATR is an equal partnership between leading aerospace firms Airbus and Leonardo and benefits from a large global customer support network allowing it to deliver innovative services and solutions to its clients and operators all over the world. For more information, please visit <http://www.atr-aircraft.com>.

ATR Media Relations:

Charlotte Giuria

Tel.: +33 (0)6 80 48 20 96 E-mail: charlotte.giuria@atr-aircraft.com



atrbroadcast



atracraft



atr-aircraft.com



atracraft



atr