

## ATR Inaugurates Cutting-Edge Customer Experience Studio

**Toulouse, 7 October 2021** – ATR, the world leading regional aircraft manufacturer, today 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 40<sup>th</sup> anniversary, the inauguration of this cutting-edge studio is another testament of the company’s resilience and pioneering spirit.

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**About ATR** ATR is the world number one regional aircraft manufacturer with its ATR 42 and 72 aircraft the bestselling aircraft in the less than 90-seat market segment. The unifying vision of the company’s employees is to help everyone, no matter where they are in the world, to connect and develop in a responsible manner. Thanks to the efficiency of turboprop technology and the benefits of the company’s focus on continuous innovation, ATR aircraft open more than 100 new routes on average every year, burn up to 40% less fuel and emit up to 40% less CO2 than regional jets. For all of these reasons, ATRs have been chosen by some 200 companies in 100 countries around the world. ATR is a joint-venture between Airbus and Leonardo.

For more information, please visit [atr-aircraft.com](http://atr-aircraft.com)

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