

ATR to Showcase Strong Future for Regional Aviation at Dubai Airshow

- ATR to hold **two press conferences**
- Media are invited to virtual tour of ATR's brand-new **Customer Experience Studio**

Toulouse, 8 November 2021 – ATR, the world number one regional aircraft manufacturer, will be celebrating its 40 years of activities, displaying its latest innovations at the Dubai Airshow, from 14-18 November (booth n°1340). ATR's attendance will be an opportunity for the company to highlight its road to recovery after the pandemic and to underline its commitment to setting new standards in sustainability and operating economics for regional aviation.

Customers and journalists are invited to take part in a virtual tour of ATR's latest products and services, via its brand-new Customer Experience Studio. Launched in Toulouse in October, this studio is the first of its kind in the aerospace industry. Through a series of interactive digital experiences, this fully connected space will enable customers at the Airshow to experience ATR's latest innovations and competitive advantages, including economic efficiency and lowest-in-class CO2 emissions.

Visitors to the ATR booth can get a closer look at the manufacturer's range of innovative technologies, which will be characterised by new sustainable, efficiency and durability standards.

ATR will be holding two press conferences at the show, with the possibility to attend virtually:

- Monday **15th of November, 3.30 – 4.30 pm** (local time), at the Show Site Press Room.
- Tuesday **16th of November, 1.30 – 2.30 pm** (local time), at the Show Site Press Room.

Should you be interested in participating, please contact the ATR Media Relations team at presse@atr-aircraft.com. The number of participants on-site is strictly limited.

To stay up-to-date with all of ATR's activities during the Dubai Airshow, follow us [on our website](#), [Twitter \(@atracraft\)](#), [LinkedIn \(ATR\)](#), [Instagram \(atracraft\)](#) and [Facebook \(@atracraft\)](#): **#DubaiAirshow21 #DAS21 #40YearsOfMakingADifference #ATR42 #ATR72**.

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

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