

## ANA's New Economy Class Seats Receive the Good Design Award

- Set to debut this autumn on domestic Boeing 777-200 and 787-8 aircraft, the new Economy Class seats have already been recognized for their superior design.
- Seats were designed in collaboration with leading car seat designers at Toyota Boshoku.



**TOKYO, Oct. 2, 2019** – All Nippon Airways (ANA), Japan's largest 5-Star airline for seven consecutive years, and Toyota Boshoku Corporation (Toyota Boshoku) have received the prestigious [Good Design Award](#) from [Japan Institute Design Promotion](#) for its new Economy Class seats. Intended for ANA's domestic aircraft, the seats were created in collaboration with Japan's top automotive seat designers Toyota Boshoku to increase comfort and convenience for passengers. The cutting edge seats will start appearing on ANA's Boeing 777-200 and 787-8 aircraft in fall 2019 and employ the latest ergonomic insights to make the seats as comfortable as possible. The revamped Economy Class seats for domestic flights are the latest in ANA's extensive efforts to [improve seating](#) across its entire fleet.

"For the average passenger, few things matter more than how comfortable they are in their seat," said Hideki Kunugi, Executive Vice President of ANA. "ANA has invested in improving the in-flight experience by taking steps to ensure that all of our seats are designed with the passenger in mind. Our commitment to exceptional service extends to every passenger on board, and our Economy Class seats demonstrate our commitment to all who travel with us."

"We are proud that the seats we designed were recognized by Japan Institute Design Promotion for their outstanding quality," said Takashi Yamamoto, Operating Officer of Toyota Boshoku. "Toyota Boshoku is primarily known for its car seats, but this award indicates that we have the same standard for airline seats as well. Our design process integrates the latest ergonomic data to create seats that boost the travel experience."

The seat was designed with a full range of body types and postures in mind in order to find the ideal balance for ANA's diverse passengers. Designers also took positioning of the monitor into account, reducing stress by evenly distributing body weight across the tailored seat. Even the shape of the backrest frame has been optimized to make it perfectly fit a variety of body types. In addition to increase ergonomic seating comfort and heightened access to technology, the seat is also designed to maximize safety for all passengers.

By collaborating with Toyota Boshoku, ANA was able to harness the respective strengths of each company to create a product that is more than the sum of its parts. ANA brought decades of insight about passenger preferences and in-flight behavior to the team at Toyota Boshoku who already had a reputation for creating the most comfortable seats in Japan.

The Good Design Award has been presented by Japan Institute Design Promotion since 1957, and is awarded to products in a wide range of categories including industrial goods, architecture, software, systems and services. Judges were impressed by the Economy Class seats, stating that they remained comfortable over long periods of time.

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#### **About ANA**

Following the "Inspiration of Japan" high quality of service, ANA has been awarded the respected 5-Star rating every year since 2013 from SKYTRAX. ANA is the only Japanese airline to win this prestigious designation seven years in a row. Additionally, ANA has been recognized by *Air Transport World* as "Airline of the Year" three times in the past 10 years - 2007, 2013 and 2018, becoming one of the few airlines winning this prestigious award for multiple times.

ANA was founded in 1952 with two helicopters and has become the largest airline in Japan, as well as one of the most significant airlines in Asia, operating 82 international routes and 121 domestic routes. ANA offers a unique dual hub model which enables passengers to travel to Tokyo and connect through the two airports in the metropolitan Tokyo, NARITA and HANEDA, to various destinations throughout Japan, and also offers same day connections between various North American, Asian and Chinese cities.

ANA has been a member of Star Alliance since 1999 and has joint venture partnerships with United Airlines, Lufthansa German Airlines, Swiss International Airlines and Austrian Airlines.

Besides the full service and award winner carrier ANA, the ANA Group has two LCCs as consolidated subsidiaries, Vanilla Air Inc. and Peach Aviation Limited. The ANA Group carried 53.8 million passengers in FY2017, has approximately 39,000 employees and a fleet of 268 aircraft. ANA is a proud launch customer and the biggest operator of the Boeing 787 Dreamliner.

For more information, please refer to the following link.

<https://www.ana.co.jp/group/en/>

#### **About Toyota Boshoku group**

Toyota Boshoku group, one of the world's premier interior system suppliers and filter manufacturers, develops and produces interior components, filtration and powertrain components at around 100 sites in 26 countries and regions around the world. During the fiscal period ending in March 2019, Toyota Boshoku had consolidated net sales of 1,417 billion yen and operating income of 61 billion yen.