



## TwinAisleFeeders

### Paradigms in Perspective : the Airbus A32X Series "Wider Aisleseat Option"

The within note serves to put a damper upon the "newsworthiness" (spurred by active support from Airbus Media Relations) of Suzana Hrnkova's new A32X triple for corpulent individuals : caution, time will tell, but Airbus' "Wider Aisleseat" concept could miss its target or backfire ?!

<http://www.youtube.com/watch?v=y326GMh28FM>

If introduced with airlines operating A32X with standard triples (62" wide, cushions 18"-18"-18"), then 2/3rds – 67 % – of the passengers in the new seat (with discriminated cushions 20"-17"-17") will experience a deterioration by 1" of their already limited vital space; indeed, it so happens that those concerned by the aggravation are those already penalised by the promiscuous/agoraphobic middle-seat-in-the-triple B or E seats, or by the cavernous/claustrophobic outer lhs/rhs A or F seats squeezed in under the bottom of the overhead stowage box against the wall panel; to make the situation of these unfortunate passengers even more hazardous in the event of an emergency evacuation, in addition to the adverse EMF (Excuse-Me Factor), the new idea actually aims to attract corpulent individuals into the C and D aisle seats, with a risk of impairing easy and quick egress into the safety of the aisle for the remaining passengers. In normal turn-around operations, reserving C or D seats specially for corpulent individuals may cause slower access to the aisle at the Deplaning stand-up or may imply that additional time will be needed to complete Boarding.

If introduced with airlines operating A32X with the "Wider Aisle Option" – using triples of 73X-type of 59" instead of standard 62" triples to increase aisle width from 19" (standard) to 25" (option) – then the seat cushions need to be changed from today's equitable 17"-17"-17" to 19"-16"-16" (discriminating and sub-standard, which is even worse !) or the operator needs to drop the Wider Aisle option, with a negative impact upon Turn-Around Time as the inevitable consequence.

Hrnkova's sales pitch mentions a "win-win" proposal, highlighting an operator win (enhanced ancillary revenue ?) combined with a passenger win (ie, the wider seat in C and D), when immediately the actual passenger reaction when exposed to Hrnkova's concept is to raise brows over the obfuscated **win-LOSE-LOSE** proposal she's actually promoting, clearly with a backfiring risk : needless to say, the target market segment (corpulent individuals) would themselves rather not come into focus by Airbus' marketing spotlights as a new source for additional Ancillary Revenue, as this isn't product "Differentiation" but direct - rather inappropriate - "Discrimination".

Noteworthy, studies conducted by University of Hamburg (HAW-IDS, Hochschule für Angewandte Wissenschaft - Industrial Design Studio) point at much better relevance (specially for corpulent individuals) of the "Open Banquette" concept, without built-in seat discrimination : the 62" standard triple seat with armrests/vital space separators and individual cushions 18"-18"-18" is replaced by a "banquette" of same 62" width, with retractable armrest (up/backwards, in between the seat dossiers, as usual) but **without** vital space separators (safety belts excepted, evidently).

Here, the cushion extends over the full width of the three C-B-A seats combined, increasing the passengers' experience of available vital space at seated hip-level from 18" to near 21", whichever the seat. Students (whereof some were chosen specially corpulent or over-sized - 2m tall) with eyes bandaged, when asked to guess the seat pitch or class of a cabin mock-up with three rows of triples @ 30" pitch with standard 62" outer width "open banquettes", were inclined to believe that the pitch was better than 30", or that possibly the seats - indistinctly A, B or C - were Premium class !

For genuine **Product Differentiation in Y-class** without impairing passenger on-board experience offering FULL win-win acceptability, TwinAisleFeeders recommends H2XQR Series as the correct avenue, ie, the A32X Series reconfigured to twin aisle five abreast [1+3+1] in lieu of today's [3+3] single aisle cabin. On this aircraft, the "open banquette" principle can be applied to the centre triple; alternatively or concomittantly, removing the vital space separators from the sides of the 22" wide singles will increase by a full 4"/10cm the experience of available vital space for this privileged seat, fully justifying that the CRS (via the HQR-dedicated P.E.O.P.L.E. loop) will succeed auctioning out these attractive seats at a sales premium to people sensitive to/willingly catering for a better quality product than today's obtrusively promiscuous [3+3] offer in Y-class.

H21QR all Y-class à 179 seats @ 30" pitch, whilst delivering an EQUIVALENT passenger travel [pre-flight/on-board/post-flight] experience vs A321 à 198 seats @ 32" pitch, will collect a mouse-click auctioning premium 7 % higher for the 74 singles and 4 % higher for the 105 tripled seats, whilst the Cabin Factor will consistently close four points higher than achieved in average for A321.

Consequently, the cabin revenues will closely match, wherefore H21QR with its better airfreight income, better CIL income, higher frills income, higher IFEC income, shorter Airport Rotations, higher productivity/24h and lighter weights ends up the actual Trip Yield Challenger vs A321.

Toulouse, 30th October 2012

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