

## A350 XWB Customer Definition Centre

### Airbus' new approach for faster and easier cabin definition in Hamburg

With the A350 XWB Airbus did not only introduce new technologies and materials, it also followed a new customisation approach. For the first time the airline customers are offered a catalogue of solutions for their cabin configuration instead of following a process of individual sourcing from certified cabin suppliers.

The A350 XWB Customer Definition Centre (CDC) is one key element of this new approach. Together with the all new cabin interiors *catalogue*, an electronic cabin configurator (*A350 XWB Configurator*) and the *Sales Mock-up Centre* in Toulouse, the new A350 XWB customisation process will ease and shorten the cabin definition process. This reduced complexity will allow a fast ramp-up and high production rates. At the same time it offers the airline customers a wide variety of products for customisation and branding.

Located at the Airbus site in Hamburg, Germany, the CDC is the A350 XWB product showroom. Its state-of-the-art design accommodates highly flexible presentation and conference areas on two levels with the ambience of an industrial loft. In the CDC customers follow a unique definition process through a purposely designed array of highly dedicated zones. The combination of functional play rooms for cabin equipment testing, inspiring exhibition areas for typical airline A350 XWB product staging, well-fitted design studios for material definitions, the integrated use of virtual reality technology complemented by purpose built customer-specific mock-up areas and spacious fully-equipped customer areas make the CDC a unique and attractive one-stop-shop for A350 XWB customers.

The *Design Studio* is a dedicated place for designers and suppliers to present and offer materials, colours and textures. The large variety of colours, fabrics and materials are clustered into seven representative trim & finish design themes: *Modern Simplicity*, *Pure Indulgence*, *Smart Tech*, *Exotic Fusion*, *New Luxury*, *Classic* and *Inspiring Freshness*. These themes have been developed by Airbus following extensive market and trend research. They offer guidance to customers in their selections.

In the *Inspire Area*, full-scale and fully-integrated cabin mock-ups demonstrate the variety of the A350 XWB cabin product offer. Each of them embodies one the individual design themes. These mock-ups feature selectable cabin products in a realistic and inspiring cabin environment and can be used to show airline customers' suggested configurations.

The cabin configuration itself takes place virtually with the *A350 XWB Configurator*. This newly developed tool allows customers to digitally visualize and select all possible cabin layouts, product configurations and options. The virtual process is combined with two real configuration rooms, especially designed to physically mock-up different cabin zones by using original seats, simplified doors, monuments and sidewall panels. Thus, customers have the possibility to actually test different layouts, get a feeling for volumes and space and even verify manoeuvrability of service carts.

Overall, the CDC is set to be the most comprehensive partnership platform in the industry. In close cooperation with the A350 XWB Risk Share Partners (RSP) the CDC provides the full scope of customisation and the customers get to experience it all in one place. This makes the CDC an exceptional cooperative working environment and it's truly a 'win-win' situation for all involved stakeholders to foster integrated customer cabin solutions. In this context the CDC fully changes the business model of cabin definition by streamlining the entire cabin definition process.