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#01
Introduction
Purpose and goals

A showroom is an interactive, experiential area to display the company’s messages, capabilities and products in a clear, attractive way.

Showrooms have a variety of purposes:

– to inspire stakeholders
– to communicate the Airbus DNA and brand values
– to engage, inspire and surprise
– to showcase the Airbus story
– to provide opportunities for face-to-face audience interaction
– to demonstrate our capabilities and product portfolio through user-driven experience
– to show the bond between the local area, the company and its employees

Showrooms require a substantial investment and continuous maintenance and support. Therefore please make sure to meet all basic requirements serving your specific business demands.

In many cases the showroom will be required to fulfil more than one role, such as product presentation, VIP events or press conferences. With that in mind, it may be a good idea to design displays in such a way that they can be easily rearranged or moved out of the showroom completely (the story-mode - see page 40).
How to proceed in 7 steps

1. Validate the need
   - what are the objective of this showroom?
   - who are the target groups?
   - quantity and quality of visitors? Eg: politicians, students, tourists, etc…
   - is a showroom the most appropriate tool to meet the objectives?
   - in case of a visit, how would the showroom fit into the whole-site tour?

2. Validate resources
   - validate currently available resources in terms of budget and manpower for the one-time set-up / refurbishment but also for the run-mode of the showroom

3. Exchange with RE/RB
   - please stay in contact with RE (Communications Events and Exhibitions) throughout the project as they can provide experienced guidance
   - they can help with new ideas, concepts and advice regarding global messaging
   - Please involve RB (Communications Branding) for brand related topics

4. Draft a concept specification
   - please consider the ongoing running costs as well as the initial set-up investment
   - RE can provide guidance relating to existing showrooms

5. Draft a budget
   - costs relating to concept development, design, production and updates are the responsibility of site management
   - get your concept validated by local site management and RE management who will need to agree on a cost split

6. Run a request for proposal
   - together with procurement you have to run a request for proposal with several agencies in line with Airbus procurement rules (might not apply for a refurbishment -> check with procurement based on your cost estimate)

7. Realisation phase
   - once the agency has been chosen, you will work in close contact with them to define the last realisation details

Timeframe
If you are planning a whole new showroom, you should plan approx. between 1 and 3 years for the whole process depending on the size of your showroom and the complexity of realisation. Discussing and defining the concept and receiving validation from everyone involved may take longer than you expect.

The timeframe for refurbishing a showroom will depend on the quantity of elements to be updated and their complexity (e.g. content and/or hardware, branding).
#1 Introduction

- **Overall management**
  - (planning of visits, coordination of all stakeholders on site, updates, etc...)
- **Showroom assistants**
  - Depending on working hours / showroom opening time
  - Depending on average number of visitors per day
- **Facility management** (building, cleaning, painting, maintenance)
- **Individual user**:
  - Consumables (office supplies, promo items, catering)
  - Secure process on how to invoice those costs
- **Sub-contracting** (decoration, multi-media, event agencies)
- **Digital-Asset-Management (DAM) / IT maintenance**

### Checklist:

**run-mode cost estimate** (depending on size / utilisation)

- Overall management
  - (planning of visits, coordination of all stakeholders on site, updates, etc...)
- Showroom assistants
  - Depending on working hours / showroom opening time
  - Depending on average number of visitors per day
- Facility management (building, cleaning, painting, maintenance)
- Individual user: consumables (office supplies, promo items, catering)
  > secure process on how to invoice those costs
- Sub-contracting (decoration, multi-media, event agencies)
- Digital-Asset-Management (DAM) / IT maintenance

### Checklist:

**Refurbishment** - clarify which contents are to be replaced

**New showroom** - carefully follow all steps in the described process

<table>
<thead>
<tr>
<th>Stakeholders</th>
<th>Topics to be addressed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Who will be / are the company internal users of the showroom?</td>
<td>o Which topics to be covered inside the showroom?</td>
</tr>
</tbody>
</table>
| For example:  
  o - Events (RE)  
  o - HR  
  o - Marketing  
  o - Sales & Business Development | |
| Communications Events and Exhibitions (RE) | o Consultancy focal point for set-up and updates |
| Site Facility Management  
  Usually in charge of anything directly linked to the building - floor, lighting, walls etc. - to be included at the earliest stage. | o Maintenance  
  o Cleaning  
  o Security / site access  
  o Room layout changes  
  o IT Support  
  o Updates / refurbishment |
| Procurement  
  Involve as soon as a rough concept and cost overview is available | o Request for Proposal requirements  
  o Timeline |
#02
Storytelling and messaging
Overview

The connection to the Airbus brand will be enhanced by immersion, interaction and engagement.

While it is a must that the experience shall be memorable, the story must also be strong.

Development steps:
- Embed Airbus messages
- Identify and incorporate local messages

Compulsory topics:
- Company history/heritage
- Overview of Airbus products and capabilities (beyond the site itself)
- Innovation (in both content and used media)

Optional content elements:
- Welcome interactive screen (display name of guests / particular event, show introductory video, layout of room etc.)
- Local history
- Local political and economic relevance
- Products and capabilities developed / manufactured on site
- Digitalisation / digital experience (as topic or as a medium e.g. virtual reality - VR)
- Cooperations and partnerships

Example
Company history, overall, local

An Airbus showroom must effectively enhance the brand and the relevance to visitors.

Overall or local company history is a major emotional and legitimisation asset towards all stakeholders and is mandatory relevance.

Here, classical display of scale-models and the Airbus story-line is enhanced with an interactive digital story-telling system (extra-long screen controlled by an iPad to select and launch stories)

Example company history, overall, local
Local relevance

The industrial and political relevance of Airbus presence should be highlighted.

The example shows a local map of Germany enhanced through the projection of various key-figures on the industrial, political and economic relevance of Airbus for the country.

Example of local relevance
Entire / Airbus portfolio

Local focus is important, but it’s also essential to communicate the entire range of Airbus products, solutions and skills. The first example shows software sequences from the touch table developed for the Berlin showroom (XXL-touch table with four screens in a row. A one-screen version is also available).

**The sky is not the limit**
This interactive display details the time-line of Airbus history. Many aircraft models can be clicked which triggers a pop-up window with additional information, pictures and / or movies.

**From Ground to Space**
This scenario works in a similar way but focuses on the defence and security capabilities of Airbus.

**Futurama**
Here, breakthrough innovations of Airbus are staged in the same way as in the two other scenarios.

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**The sky is not the limit**

**From Ground to Space**

**Futurama**
Innovation

Research, Technology, Innovation
Innovation is at the heart of Airbus, so Research & Technology and Research & Development should be emphasised where possible. It’s also important to use innovative technology within the showroom to further demonstrate the organisation’s cutting edge approach.

The first example shows innovation both topicwise and in terms of design. Innovative solutions (products, materials, processes) are presented in transparent cubes. When those are placed on interactive table related content is displayed automatically. The interface itself has a futuristic touch.

Innovation Over Time
The second exhibit deals with innovation in two ways. On the one hand, it presents the technological breakthroughs of Airbus throughout history. On the other, the classical display of scale-models is enhanced through the -combination with “long screens”. Various stories can be activated by visitors if they want to discover more information about the models. The related multimedia content is then displayed over the full length of the wall.

3 Storytelling layers – Innovation first: innovative presentations
The third example shows information about innovation, presented in an innovative way. On the left-hand side majestic white innert models are presented in combination with see-through screens. Multimedia content is overlayed (touch navigation) to display information (augmented reality feeling) and activate additional media (films etc.). The exhibit on the right-hand side is an oversized touch table which display four stories using its full length (e.g. heritage).
Virtual reality

Virtual reality plays a growing role in our presentations and should be –considered whenever possible. It allows the visitor to go somewhere they normally cannot go. Airbus is using this to engage the visitors through user-driven content. Again, Airbus products are presented through innovative experiences.

**VR Pods**
A seated experience allows the users to perceive the environment in 360° from a fixed position and interact with the world around them.

**VIVE Area / Oculus Rift**
The VIVE is a standing experience that allows for free movement within a pre-defined space. This is even more user-driven as the visitor is able to use controls to augment hand gestures creating an even more believable world.
Guided or non-guided

Guided and non-guided experience
Consider whether your showroom will be used by guided or unguided visitors. In the first case, a facilitator should always be available to draw the attention of visitors on specific matters or answer questions. In that case, hosts should be adequately trained and have rehearsed prior to important visits.

For non-guided visits clearer clustering of information as well as interactivity and entertainment play a major role. Please provide the information in the local language and English (short labelling texts, explanation videos).

Please note:
- Interactivity should always be favoured even in the case of guided visits;
- Visitors are extremely reluctant to watch videos longer than 90 seconds;
- Visitors will not read long passages of text. Not only will lots of text negatively impact on the look and feel of your displays, it will waste visitors’ time and reduce selling opportunities.

Provided clear clustering of information and relating guiding systems (primarily signage) have been developed, a non-linear experience allowing visitors to develop their own visit path should always be preferred where space allows. This gives visitors the lead, making them more receptive to the information being imparted.

For obvious reasons, smaller rooms are less suitable for this kind of experience. In that case, a step-by-step approach (whereby visitors are expected to stop by each of the various presentations in a given sequence) might be preferred.

Example for a dual visited mode: guided and non-guided
Typical visitor journeys

Larger showroom – A larger room will allow a circular path. Visitors will move freely along topical stops and around the room.

Larger showroom – Design element integrated in the architecture - see page 17.
Typical visitor journeys

Smaller showroom – In most cases, a smaller showroom will result in an “imposed” single visit path.

Smaller showroom – Design element free-standing - see page 17 and following.
#03
Architectural framework
Accessibility and visitor flows

Aspects impacted are essentially:
- The filtering and guiding of groups to and from the showroom
- Safety and security;
- Good simultaneous running of other businesses conducted in the building.

The following should be considered:
- Access control based on security policy and target groups;
- Competing flows / impact on site operations;
- Ease of access to supporting functions (technical and storage rooms – consideration of lifts, staircases and door widths).

Example 1 - Showroom Ottobrunn

Example 2 – Showrooms concept

Example 3 – Showroom Berlin
Basic design modules

There is a set of basic furniture modules to be used when planning a new showroom:

- "Spacers" are for presenting topics along/on walls
- "Clouds", "Island", "Portal" and "Operator desk" are used for display over the showroom area.

Consider the shapes and the use of glossy white / black surfaces which guarantee a unified look and feel over showrooms worldwide as well as harmony with the design of the latest Airbus products. Depending on the room set-up (cf. size and shape of the rooms) different furniture modules may be used for vertical and horizontal communication.

Spacer - Vertical communication

Clouds - Horizontal communication

Island - Horizontal communication

Portal

Operator Desk
Examples for realisation levels - Spacer

Provision has been made for possible adaptation of the design to the available budget.

These are the various realisation levels of the aforementioned basic design modules to be chosen in accordance to the desired impact and available budget.

**High-end:**
- High quality materials and feeling
- 3D shape
- Integration of products or –multimedia
- Light effects

**Medium:**
- 3D simple shape
- Integration of products
- Backlighting

**Basic:**
- 3D simple shape
- Integration with multimedia

---

**High-end: Spacer - Vertical communication**

- 3D Free standing complex element
- 3D integrated element

**Medium: Spacer - Vertical communication**

- 3D Free standing simple element
- 3D Element on the wall

**Basic: Spacer - Vertical communication**

- 2D frames
- 2D Pictures
Examples for realisation levels - Clouds

High-end:
- High quality materials and feeling
- 3D complex shape
- Integration of products or multimedia
- Light effects

Medium:
- 3D semi-complex shape
- Only graphics

Basic:
- Simple shape

High-end: Clouds - Horizontal communication

Multimedia touch table
Table graphic und 3D printed icons

Foto: Matthias Baumgartner

Medium: Clouds - Horizontal communication

Table graphic

Basic: Clouds - Horizontal communication

2D shape
Examples for realisation levels - Islands

High-end:
- High quality materials and feeling
- 3D shape

Medium:
- 3D simple shape
- Integration of products

Basic:
- Simple shape

High-end: Islands - Horizontal communication

3 glass layers of graphic and product model

Medium: Islands - Horizontal communication

1 layers of graphic and product model

Basic: Islands - Horizontal communication

White platform and product model
Platform graphic and product model
Lighting Conditions

The location study by the supplier will consider:
- The planning of a central light - control desk;
- Using LED lamps;
- Avoiding light reflections on screens;
- Ensuring an easy handling by a nontechnician (pre-programming of light settings);
- General lighting;
- Accentuation and “show” lighting.

Example lighting
#04
Design elements
Look and feel

The Airbus showrooms must:
- Be in line with the Airbus CI;
- Make use of high quality materials and provide a consistent feeling;
- Make predominantly use of black and white in combination with the Airbus CI accent colours;
- Display a dynamic architecture and design relying on flowing shapes.

Use logos sparingly as visitors are already in an Airbus environment.

However, one large logo should be on display (if necessary by means of projection/a screen) in a location suitable for taking pictures of VIP-visitors.

Look and feel
Visual elements

Basic elements

Logo

AIRBUS

AIRBUS

AIRBUS

AIRBUS

DEBUG MONOCULARS

DEFENCE AND SPACE

Descriptors

Colour palette

Main brand colours

Showroom colours

White: Ceiling, wall, displays, floor
Black: Spacer, displays (optional)
Grey: Spacer, floor, Carbon grid, Key line
Silver: Special colour

Highlight colours and shades

Black and shades

Carbon grid

Helvetic Neue LT

25 Ultra Light 45 Light 65 Medium 85 Heavy
35 Thin 55 Roman 75 Bold 95 Black
Visual elements

All of our communications are designed to follow a simple set of rules and guides.

When all the elements of our brand toolkit come together, they create a recognisable visual language and consistent brand voice.

It is essential that all trade fair stands of Airbus and its divisions conform with the Basic Principles.

Main characteristics:
- Open and transparent architecture linked to the Airbus visual identity
- Strong brand identification generated by Kel line contrasting in colour and technical look and feel through Carbon grid
- Clear and minimal
- Bright and pleasant ambiance
- Focus on products and messages
- Integration and unifying character
- Airy and playful
- Combination of emotional flow and geometric simplicity
- Dynamic and modern
- Flexible and modular

For further information on basic and secondary elements please refer to the Basic Principles.
#05 Best Practice:  
Airbus showroom  
Ottobrunn, Germany
Welcome, inspiration

The welcome screen serves as an initial meeting point to start a guided tour. It may contain different applications, which can be called via CMS/DAM (on the touchscreen).

**Personalised welcome (for VIPs only)**
A static / slightly animated background image with welcome text that can be personalised by the presenter. It can also show the logos of hosted companies or organisations.

**Contents**
Presentations (e.g. movies, pdfs, ppt ...) can be shown via CMS/DAM. This allows for special presentations or in-depth topics beyond the usual setup.

**Showroom map**
A map (3D view of the room layout) gives an overview and a short description of each exhibit to support unguided visitors and ad-hoc presenters.

**Description:**
Statitical graphic of inventors, achievements, dreams and legends of a bygone era (milestones that lead to modern aeronautics) may serve as an alternative entry-point and leads to a Wall of history.

**Elements:**
- Images of exemplary people and products should be used in equal number. i.e. for every image of a person, include an image of a product
- Printed in 3 staggered layers (partially printed each, to generate parallax effect)
- Front layer printed on glass, 2 back layers printed on canvas
- Backlit (effect lighting)

---

**Welcome screen (personalised welcome)**

**Lightbox with 3 layers (The forefathers of aeronautics)**

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#5 Best Practice: Airbus showroom Ottobrunn, Germany
Wall of history

Wall of history, showing selected models from the early times of aeronautics until now (free space has been left for the next decade), supplemented by a large screen band and background graphics. Different storylines can be told using illuminated exhibit labels next to the models.

**Elements:**
- Possible storylines: Commercial Aircraft, Military Aircraft, Military Transport Aircraft, The Genesis of the Helicopter, Textbeds / Innovations, Giants of its time, Satellites & Launchers
- 80 - 100 models (later extensions possible)
- Lines of history engraved into plexi glass back wall (illumination to show / hide lines)
- Graphics (sky motif) printed on back wall
- Screen band showing history of satellites and launchers in default mode, switching to introduction animation when one of the stories mentionned above is selected (steering via separate device)
- Front side covered with glass for safety reasons.

*Illustration “Wall of history”*
The holobox is the extension of the “Wall of history” to display visionary concepts. It shows studies and future projects across Airbus with a short holographic movie for each of the concepts. The visitor can select the product movies by thouch-buttons on the holobox frame.

**Elements:**
- Available products: Concept plane, eThrust, X6, UAV, ...
- Animation focus on the visualisation of propulsion technologies (may be supported by text).

### Illustration

![Illustration](image1.jpg)

### Screenshot

![Screenshot](image2.jpg)

### Buttons

![Buttons](image3.png)
Window graphics

The two large window graphics at the end are printed with satellite imagery, visible from both inside and outside. The photographs show neutral, non-conflict regions of different characteristics (land, sea, city, jungle, desert, mountain).
Transparent boxes stand on shelves that are mounted onto the wall. Each box contains a specific material, technology or innovation. The boxes can be placed onto an interactive table to trigger the corresponding screen presentation (RFID). This presentation can be operated at the table (touchscreen) and will be transferred onto a large screen at the wall.

**Elements:**
- About 15 boxes / topics available
- Interactive table with “reading slot” for boxes and touchscreen
- Large screen for a larger audience
- Table with drawer for more topics (cards that can be placed onto the “reading slot”) and for original material samples (to hand out to the audience)
- Background graphics printed on glass (collage of innovations motifs)

Research, technology, innovation
“From Ground to Space” area

Exhibit about defence and security products from ground (left side) to space (right side).

**Elements – “Ground”:**
Interactive exhibit about ground-near DS products: screen-based animation using parallax movement of still images and/or product movies, triggered by the movement of the user (step forward, step backward).
- Controlled by motion sensor
- Steps indicated on the floor to support usability
- Illuminated background graphics (printed on glass)
- Background motive merges into part 2

**Elements – “Space”:**
A set of 5 corresponding screens mounted on a printed glass background explain the 4 DS space categories by using intro animations, text and video content. The slightly larger central screen acts as “gravitation centre”, showing the Earth and being the starting point of each animation. Each category uses its own screen plus the central screen. Between the screens space, products are represented by illuminated printed and contour-cut plexi glass panels.

- Central screen as focus point for intro animation
- Category screens to convey category content (pictures, text, videos)
- Contour-cut plexi glass products inbetween the screens
- Storyline about 4 categories

**Elements – “Diorama”:**
A diorama highlights possible key products by putting them into their natural environment (eg. Ariane on top of a graphics depicting a launch scenario at the Kourou space port).
Highlight product area

Each “cloud island” consists of 2 exhibits:
- A highlight exhibit with a multi-layered graphical surrounding and
- A multimedia table to dive deeper into the topic

The highlight exhibits are embedded into a lively scenery (theatre of operations) of printed and illuminated translucent plexi layers (staggered layout). The layers are printed from both sides. The table holds a small monitor and an infographic-style information area to feature the unique selling points of the highlight exhibit. To support the information, small 3D icons are mounted on top of the graphics (e.g. chair, engine, cockpit, landing gear, …)

Elements:
- 4 layer-scenery for each highlight product
  - A350 XWB: clouds
  - A400M: desert with mountains
  - H160: city / mountains / offshore platform
- Layers illuminated from below (pedestal: approx. 1 x 4 meters)
- Table with 32” screen (connected to CMS / DAM) to show other division products (content by AG)
- 2nd part of the table: highlight unique selling points of the product with 3D printed icons (6-10 each)
- Highlight product models by Airbus

Highlight product area
Virtual Lab

Implementing virtual reality (VR) is a best practice both in terms of using the latest technology to engage and fascinate visitors and as far as illustrating - digitalisation is concerned.

The Ottobrunn VR room features a VR pod and a VR action area. The VR pod (rotating seat) provides a comfortable experience for users wearing VR googles (e.g. Oculus Rift). Next to it, the action area is dedicated to VR where interaction and movement is involved (e.g. Vive).

Finally, a control desk (touch-screen) allows the facilitator to broadcast the experience of the users onto a large screen for others in the audience.
Cyber security area

Presentation modes:
1. screensaver: presentation that starts when the show begins. The surrounding monitors show the 4 subcategories.
2. detailed content for professional/special visitors via sublevel movies. The delivery of information is supported by 3D animations.
Cinema and membrane screens

Cinema screen
This split-screen at the back of the room is connected to the CMS/DAM to allow specific presentations at events or during guided tours. It also plays a major role in the story mode. By default it shows a looped, animated universe. Apart from specific presentations, the cinema screen works in combination with the membrane screens (6 screens at the sloping part of the ceiling).

Elements:
- Powerpoint or video presentations (content via CMS/DAM by Airbus)
- 2 story mode movies
- Default animation loop (network key visual, Earth, planets)

Membrane screens
The membrane screens work together with the cinema screen. By default they show the screensaver animation, and together with the cinema screen they provide the room with an overall media atmosphere. Therefore, they are used in the story mode in conjunction with the cinema screen.

Cinema and membrane screens
Story mode

At the command of the presenter, the lights dim low and one of the two pre-produced story mode movies start playing on the cinema and membrane screens. The room turns into an immersive and emotional experience.

Elements:
- 2 existing story mode movies from Berlin (both German and English versions)
- Room illumination dims and changes to blue
- Exhibit walls left and right highlighted in white light (same as Berlin showroom)
Management of the showroom content within a special folder of the “Digital Asset Management” system (DAM).

All content available in the showroom is added and administrated within a special folder of the DAM system. DAM stands for “Digital Asset Management”. All content within this folder is synchronized with the showroom server at a set daily rate. The server is located in the technical room of the showroom. The available showroom content can be displayed either on the cinema screen thanks to the iPad control or on any of the touch monitors that are connected to the DAM.

First to be equipped: showroom Ottobrunn.

The picture above represents the folder structure of the DAM system as shown on the iPad interface.
#05 Best Practice:
Airbus showroom
Berlin, Germany
Overview

The Berlin showroom is a smaller version of Ottobrunn’s. It hosts similar topics in a setting adapted to the different location. The room is dominated by three main touchpoints: a product wall, a large interactive touch-table and a cinema screen. There is no guided path and the order of exhibits can be chosen freely. This is to address the special need to host stakeholders from both politics and industry with limited time and special interests.

The room features the same story mode as in the Ottobrunn showroom.
Product wall

The product wall features several white models (scale 1:72) throughout the product areas of Commercial Aircraft, Defence and Space, and Helicopters. Each area has a corresponding touchscreen mounted on glass panels in front of the exhibits. The screens generate a see-through effect by showing a picture of what is behind each screen. The user can zoom in and out of the corresponding products and select additional information for each product (text, pictures, video). The products are mounted onto a black wall with cutout key visual, framed by a white band in the showroom design language.
Interactive touch table

The interactive touch table features four different (stand-alone) scenarios. Each scenario spreads over the whole screen surface once selected. Touch-gestures and parallax animation effects let the user discover the world of Airbus.

The sky is not the limit
An interactive version of the Ottobrunn history wall (Innovations over time). Each product can show additional information with a touch (text, pictures, video). The user can scroll through the timeline to avoid walking the whole distance.

Humanitarian Scenario
A typical humanitarian catastrophe is depicted and illustrates the relevant Airbus solutions through animations presented on top of a satellite picture.

From Ground to Space
This scenario highlights a selection of Defence and Space products against a backdrop of planet Earth and the blackness of space. The products are arranged according to their height of operation. For each product additional information can be called up.

Futurama
A scenario featuring an airport and factory of the future, including a selection of forward-looking projects.
Facts and figures about the presence and relevance of Airbus in and for Germany, animated by means of projection onto a graphical background. This exhibit corresponds to the special needs of political stakeholders.

"Airbus in Germany"
Contact

If you have any questions, please contact:

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“Any request for a new facility or update of existing facility should be addressed to RE and will be studied on a case by case basis.”