



## NEWS RELEASE

# New American Airlines app feature monitors seat availability based on customers' preferences

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FORT WORTH, Texas — Window, aisle or somewhere in between? American Airlines is making it easier for customers to find the perfect seat. A new feature in the American app lets eligible AAdvantage® members select the seat characteristics they want upon completing their booking. The feature then automatically moves them when a matching seat becomes available. Instead of checking the seat map multiple times before a trip, AAdvantage® members can choose preferences such as a window, aisle or middle seat and let the app do the work. If an eligible seat matching those preferences becomes available, the app automatically updates the reservation and notifies the customer.

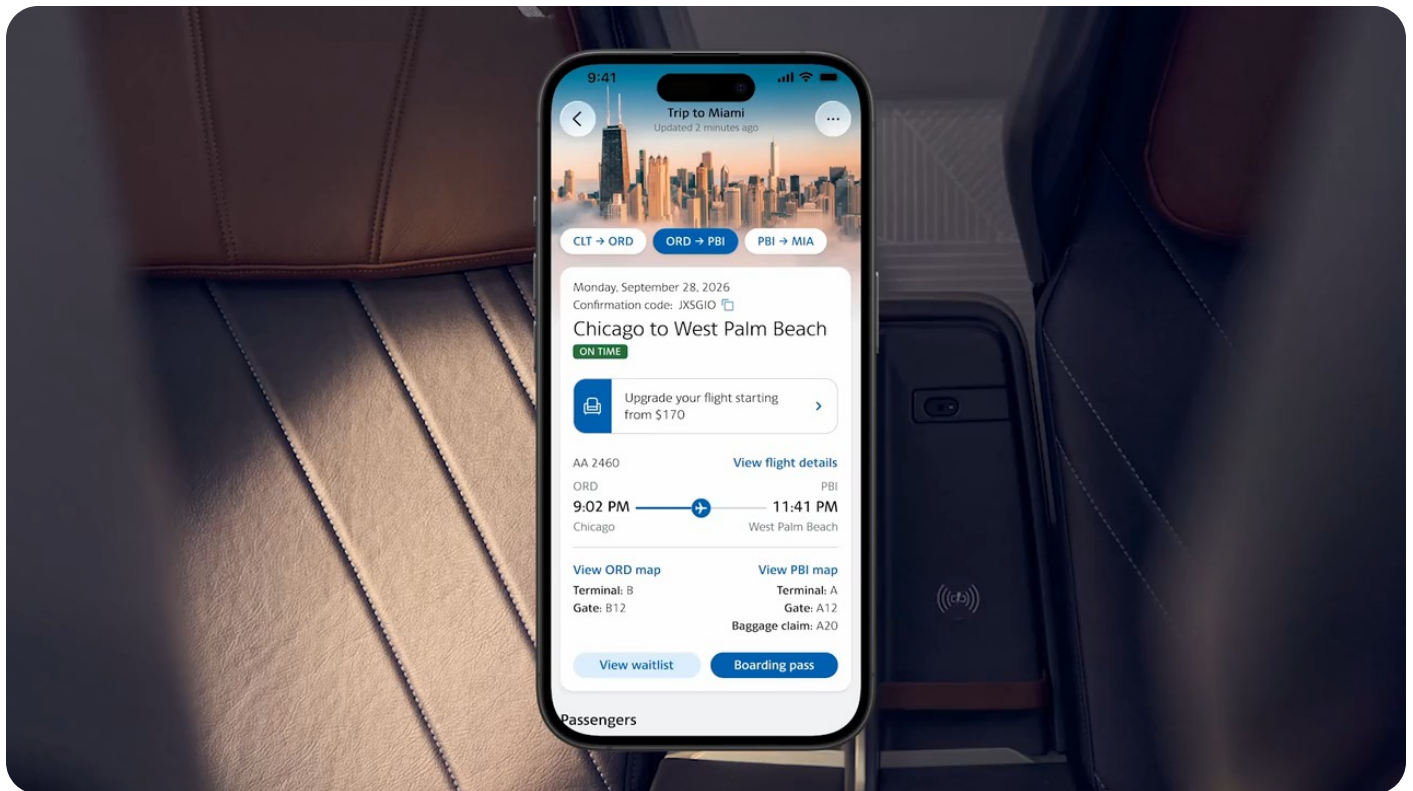
"At American, we're always looking for ways to make travel easier and more personalized for our customers," said American's Chief Customer Officer Heather Garboden. "This latest innovation proactively addresses customer preference. It is a simple experience that gives customers more control while asking them to do less."

The seat monitoring feature is available up to 24 hours before departure for AAdvantage® members traveling on single-passenger reservations with an assigned seat. AAdvantage® members can opt in and tailor choices upon completing their booking.

Seat changes are limited to eligible seats within the customer's existing cabin and will not result in additional seat charges\*. Customers set the preferences that guide the feature and control changes to their seat.

This latest enhancement is another step in American's shift to digital experiences that make a customer's travel journey easier and more seamless. By reducing routine monitoring and simplifying a common travel decision, the

airline's newest feature helps customers spend less time managing trip details and more time focused on the journey.



Built by emerging technology talent around a real customer need

This new enhancement grew from American's ADEPT program, a two-year guided development initiative designed to recruit and develop early-career technology talent. ADEPT combines hands-on agile delivery experience with business acumen learning so that participants not only develop technology solutions but also improve business workflows across the airline.

The work began with a straightforward customer problem: finding a seat that matches their preferences often meant returning to the seat map again and again. The ADEPT and Customer Experience teams translated that friction into a digital experience that monitors seat availability, evaluates a customer's stated preferences and applies eligibility requirements behind the scenes. The result is a simplified experience for the customer powered by technology that monitors seat availability, applies preferences and manages eligibility behind the scenes.

"This latest technology launch shows what can happen when we give talented technologists a meaningful customer problem and the space to solve it," said American's Chief Digital and Information Officer Ganesh Jayaram. "The ADEPT team paired fresh thinking with the scale and experience of teams across American to build something practical: technology that removes work from the customer and makes the travel experience feel more seamless.

The project also reflects how we're using AI to help our teams work smarter, accelerating development and allowing technologists to spend more time focused on innovation and delivering value for customers."

This project reflects how American is developing technology talent while building a repeatable pipeline for customer-focused innovation. Rather than starting with a technology and searching for a use, the team started with a known point of friction and designed the capability around the outcome that mattered most: making travel easier for the customer. The ADEPT team used AI-enabled tools to streamline parts of the design and development process, helping them move from concept to delivery more efficiently while keeping the focus on solving a real customer need.

\*There are no additional charges for seat changes on single PNRs but American will not move customers into a higher priced paid seat, even if one comes available within their criteria, to avoid additional charges.

See more ways American is elevating the customer experience through technology:

- **From booking to boarding: Giving customers more control throughout their journey**
- **American's digital upgrades put more control at customers' fingertips**
- **A new digital experience: American gives customers more timely flight information**

About American Airlines Group (NASDAQ: AAL)

American Airlines is a premium global airline connecting more of the U.S. to the world. With roots tracing back to an air mail carrier in the Midwestern United States in 1926, American now operates more than 6,000 daily flights to more than 350 destinations in more than 60 countries and serves more than 200 million customers annually. Powered by a proud and talented team of 130,000 aviation professionals, American's team lives out the airline's purpose of caring for people on life's journey every day.

The world's largest airline proudly celebrates its centennial year in 2026, reaching a milestone that reflects a century of innovation and the Forever Forward<sup>SM</sup> spirit that changed the industry and the world. American introduced the first scheduled air cargo service, the first airport lounge and the first airline loyalty program and continues to reinvent the customer experience today. The airline is also a founding member of the oneworld alliance, whose members serve more than 900 destinations around the globe.

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