

Introducing SAS

The Scandinavian way to fly

As the national carrier of not one, but three of the world's most contemporary, innovative and modern countries, Scandinavian Airlines prides itself on representing the region well.

Despite being a large international player, SAS has not forgotten its heritage. The old SAS slogan 'It's Scandinavian' might be simple, but it truly encompasses everything that Scandinavian Airlines represents: from Internet check-in and mobile boarding passes, some of the most modern airports in the world as main hubs, and unique and homey lounges, to the renowned Scandinavian World Cooking onboard, Scandinavian design throughout the aircraft and a touch more legroom, no matter where you sit.

Another typical Scandinavian feature SAS is proud to possess is effortless beauty. Like the Scandinavians, SAS' brands, products and fleet make the airline look younger and fresher than ever before – even past the age of 60.

In the air - long haul

Onboard SAS' modern and spacious Airbus A330s and A340s there are a number of specific features that sets Scandinavian Airlines apart from its competitors. Scandinavian Airlines is the only northern European airline to offer personal entertainment screens across all classes, including audio/video-on-demand in Economy Extra and Business. SAS is also one of few airlines in the world to offer a wide range of magazines onboard, even in Economy.

SAS is unique to be amongst only a dozen airlines that offers a premium economy product, Economy Extra. In a separate cabin, Economy Extra passengers enjoy wider and more comfortable seats than in Economy, extended meal services, Business class check-in and priority boarding.

SAS Business is full of unique Scandinavian touches, both onboard and on the ground. With the SAS Business Sleeper, SAS guarantees one of the best travel experiences in the sky.

A favorite among SAS Business passengers is the popular buffet bar with drinks, fruits, snacks and sandwiches, as well as an espresso machine, which is available between meals. The spacious restrooms, which feature windows, are particularly popular with the ladies, and there is also a handle bar to stretch your back during the flight.

In the air - short/medium haul

On European routes, SAS offers three service classes: Economy, Economy Extra and Business. On intra-Scandinavian routes, it is a two class system of Economy and Economy Extra, whilst it is Economy only on domestic routes.

SAS offers one of Europe's best Business products, with the middle seat blocked, a three course meal service with cognac/avec and a wide selection of magazines, as well as attentive service.

Economy Extra customers receive a two course meal and a chocolate snack, along with complimentary drinks.

In Economy, Cloudshop offers passengers a large selection of sandwiches, meals and salads, as well as beverages, snacks and coffee and tea for purchase.

All SAS customers are also offered a wide selection of international and local newspapers.



SAS Scandinavian Airlines in brief

SAS' Scandinavian touch is evident throughout SAS' products, services and fleet.

- SAS is the only Northern European airline to offer personal screens in all classes on long-haul flights.
- SAS's long-haul offers wider seats and more legroom.
- One of few airlines internationally to offer a premium economy class: Economy Extra.
- SAS Business features a popular buffet bar and espresso machine; spacious restrooms with windows and a handle bar to stretch your back.
- Free wireless broadband and IP telephony in all SAS lounges.

On the ground

In line with Scandinavian efficiency, SAS was one of the first airlines in the world to introduce self service check-in, and later online check-in. In Sweden, SAS has also launched biometric check-in for domestic travel, another world first.

Today, our aim is to make your travel as time efficient as possible. Besides being one of the world's most punctual airlines, you can check in and print your boarding pass at home or in the office, or travel with a 2D mobile boarding pass. At the airport, you can save time by using the Self Service Kiosk to print your own luggage tags.

SAS offers Fast Track security for Business and Economy Extra customers, as well as EuroBonus Gold and Star Alliance Gold members, at 20 airports around the world.

The SAS lounges are all furnished in Scandinavian style with elegant colors and include functional, yet comfortable, design features. The SAS lounges are designed to make you feel at home – as an extension of your own living room. All lounges also offer complimentary wireless broadband, and SAS was the first airline to offer free IP telephony via Skype in the lounges.

Environmental focus

SAS' goal is to be the world's most environmentally-focused airline, and has proudly been at the forefront of the aviation industry for a long time.

SAS was the first airline to introduce green approaches, also known as green landings, in 2005. Since then, the airline has carried out over tens of thousands of green approaches in Sweden, as well as conducting the first trans-Atlantic green flight between New York and Stockholm back in 2007.

SAS also aims to have the airline industry's best fuel saving program, which it initiated back in 2005. The goal is to reduce consumption by 6-7% by 2011, and the fuel saving program comprise over 50 projects across SAS.

All SAS customers can offset their carbon offset, which was launched in 2005. The revenue goes entirely to the CarbonNeutral Company, which funds energy projects based on renewables and verified/certified projects.

An innovative airline

SAS has always been at the forefront of technology and has throughout history introduced more "firsts" than any other airline. In recent years, SAS was the first airline to introduce biometric check-in and biometric baggage drop.

More historically, SAS was the first airline to establish an around-the-world service; first airline to employ a female pilot; and the first airline to feature an in-flight exercise program.

SAS hubs

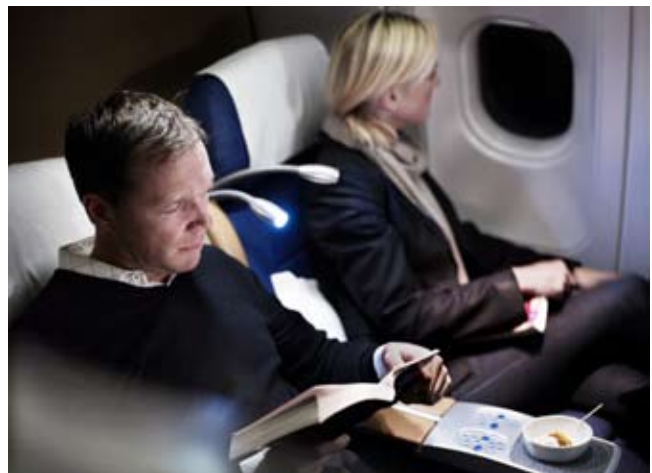
By flying SAS, passengers will travel to and from Europe's most modern and efficient airports: Copenhagen, Oslo and Stockholm airports.

SAS hub airports are the three largest in Northern Europe and together they serve almost 60 million passengers a year. Copenhagen airport is the busiest airport and often ranks as one of the best airports in the world.

EuroBonus

SAS' frequent flyer program EuroBonus was launched in 1992 and became an instant success, winning more awards than any other awards program.

Today, EuroBonus has 2.9 million members worldwide and 55 partners to earn or spend points with.



SAS Scandinavian Airlines in brief

SAS' Scandinavian touch is evident throughout SAS' products, services and fleet.

- SAS is one of the world's most punctual airlines.
- SAS first to introduce biometric check-in.
- SAS offers time-efficient travel solutions such as online/mobile check-in and mobile boarding pass.
- Fast Track security for Economy Extra and Business customers, as well as EuroBonus Gold.
- SAS aims to be the world's most environmentally-conscious airline.
- SAS has introduced more "firsts" in history than any other airline.