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Press release

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Page 1/2

Start of expansion – SAS collects its first Airbus plane from Toulouse

Today, Monday, July 30, 2001, Chief Operating Officer Gustav Humbert, of the European airplane manufacturer, Airbus, handed over an A340-300 to Jørgen Lindegaard, President of SAS. The ceremony, which took place in Toulouse, in France, marks the start of the largest expansion in the history of SAS.

SAS has purchased a further six A340-300s, as well as four A330-300s. All of the planes will be delivered before 2003 and will be used in intercontinental traffic, primarily to the US and Asia. They will gradually replace the existing Boeing 767s. In addition, orders have also been placed for 12 Airbus 321-200s for traffic in Europe, while SAS also has an option on a further six A330/A3340s and eight A321s.

Better for customers and basis for planned expansion

In recent years, SAS has been forced to turn down passengers on intercontinental routes due to lack of capacity: too few seats on too few aircraft. With its new long-distance planes, SAS can transport between 25 and 50 percent more passengers than on its existing planes. In addition, the A340 will cost SAS 15 percent less per passenger kilometer than a Boeing 767.

A new route each year

“Airbus will contribute to SAS’ expansion from 23 million passengers each year to 35 million in five years’ time,” says Jørgen Lindegaard. “The new A340-300 is important in this regard. We intend to start a new route each year. The successful new connection to Washington will be followed by others. SAS currently has a 40-percent market share of traffic from Scandinavia to Europe and 25 percent of traffic from Scandinavia to other continents. We now anticipate that the latter figure will increase to at least 35 percent.”

“We are pleased that SAS was first in Northern Europe to opt for the market’s most modern and cleanest aircraft,” says Gustav Humbert. “The A340/A330 family provides the possibility of a number of flexible solutions and offers passengers unbeatable comfort.”

SAS Airbus investment

An investment of SEK 30 billion in the new Airbus aircraft will provide 15,000 extra seats per day (+ 38 percent) and at least twice the amount of freight capacity offered by the Boeing 767. Airbus also fulfils the SAS environmental requirements of low fuel consumption and reduced noise, as well as environmentally compatible manufacture. The emission levels are 10 to 20 percent lower than those of comparable aircraft.

The Airbus 340-300 has four engines (CFMI) and is primarily intended for use on Asian routes. The aircraft has a range of 12,800 kilometers. The A340 has two aisles and a total of 261 seats, of which 54 are Business Class, 24 in the new Economy Extra Class and 183 in Economy Class. The A340s and A330s will be crewed by three pilots, a purser, three stewards and seven cabin attendants.



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Page 2/2

The Airbus 330-300, with two engines (Rolls Royce), is intended for medium-range routes. The Airbus 321 has two engines (International Aero Engines) and will be used in Europe, primarily in the "capitals triangle" of Copenhagen-Stockholm-Oslo.

Airbus 340 a boost for customers

The A340 has comfortable, wide seats of new Swedish and Italian design. Passengers have generous leg-room and sound comfort. Films, music channels and games are offered on a screen at each seat. A special sleeping chair is being introduced to Business Class.

An onboard buffet is being introduced, with water, freshly made espresso, food, fruit, wine and beer. This provides flexibility and a welcome opportunity for passengers to stretch their legs.

Three classes on long-haul

SAS passengers have requested an "in-between" class, which is why Economy Extra is being introduced on the A340, with enhanced comfort and more possibilities to work than in Economy Class, but with the same service otherwise. The price is approximately 65 percent of normal Business Class prices.

For images from the ceremony in Toulouse, visit:

<http://www.scandinavian.net/company/newsfacts/picture/newairbus>

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