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Page 1/1

Star Alliance launches new aircraft livery

Asiana Airlines will become the first airline to showcase an airplane with the new Star Alliance promotional aircraft livery when the Korean carrier officially joins Star Alliance, 2003. With the Star Alliance name painted in bold letters across a white fuselage and the familiar alliance logo covering the full vertical stabilizer, the aircraft will serve as a flying billboard on Asiana's extensive route network.

The new design was approved yesterday at a meeting of the alliance's Chief Executive Board in Rio de Janeiro and will be implemented by all member airlines. Each airline is going to paint at least one aircraft with the new livery. The operating carrier will be identified by its logo on the forward part of the aircraft fuselage below the Star Alliance name.

Aircraft belonging to Scandinavian Airlines will become visible by the red painted engines.

- Member airlines promote the Star Alliance brand through a variety of channels, one of them being the aircraft exterior, said Jaan Albrecht, Chief Executive Officer of Star Alliance.
- Our promotional livery designs have been in circulation since the beginning of the alliance. The expansion of our extensive network with the joining of new members gave us a great opportunity to look at a new promotional livery. The design, which has been endorsed by the Chief Executive Board, is a cost efficient, simple solution, which embraces the brand values and personality of the alliance.

Star Alliance is the only airline alliance that consistently displays a promotional aircraft livery. The flying billboards, featuring Star Alliance's unique symbol, are highly visible at airports and in the air, and serve to build Star Alliance awareness and stature around the world.

Star Alliance was established in May 1997. The member airlines are Air Canada, Air New Zealand, ANA All Nippon Airways, Austrian Airlines, bmi, Lauda Air, Lufthansa, Mexicana Airlines, SAS, Singapore Airlines, Thai Airways International, Tyrolean Airways, United Airlines and VARIG Brazilian Airlines.

Asiana Airlines of South Korea, LOT Polish Airlines and Spanair of Spain will join Star Alliance during the first half of 2003. Star Alliance network currently serves 729 airports in 124 countries with almost 11,000 daily flights.

Note to editors:

Images of the new Star Alliance aircraft livery are available for downloading in the Press Room section of www.star-alliance.com

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