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## Press release

2003-03-19

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A STAR ALLIANCE MEMBER 

### SMS when baggage is delayed

Five thousand regular Scandinavian Airlines' customers are being invited to test a new information service: receiving an SMS text message on arrival if baggage has been delayed for some reason. The SMS also states when the baggage is expected to arrive.

Those who choose to join the service will receive an SMS on their mobile phones as soon as they disembark from the aircraft if their baggage is delayed. The customer can then contact SAS personnel directly or opt to wait until their baggage arrives, instead of wasting time at the baggage carousels.

"Time is often scarce for travelers," says Peter Söderlund, Director of Product Development on Ground at Scandinavian Airlines. "As soon as we know that a bag is delayed, the customer can also receive this information."

Customer testing of SMS for delayed baggage will continue until May 31. If the test persons are satisfied, the service will be introduced for all SAS EuroBonus members and Travel Pass travelers.

In 2002, 0.7 percent of baggage processed by Scandinavian Airlines was delayed, which means a large group of travelers is required if the test is to work. Most baggage delays occur during transfers at large airports.

Scandinavian Airlines has already developed several SMS services. For example, all travelers can easily order information regarding arrival and departure times for the day's flights. Passengers using Travel Pass or Travel Pass Corporate can register once and then automatically receive SMS detailing arrival or departure times of booked flights. Read more about these services at [www.scandinavian.net](http://www.scandinavian.net)

"More mobile services can be expected in future," promises Peter Söderlund. "They will be even more innovative in the next generation of mobile phones."

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