



Scandinavian Airlines

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A STAR ALLIANCE MEMBER 

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SAS increases traffic to China. Beijing is the SAS gateway to China

As part of SAS's new China strategy, the aim of which is to rationalize air traffic and become better at meeting customer needs through such activities as expanding accessibility to the Chinese market, SAS has chosen to focus on Beijing from several locations in Scandinavia.

SAS has an extensive route network between Scandinavia and China. SAS will operate ten flights a week to Beijing Airport and from September 2007 traffic will be strengthened with additional departures from both Stockholm and Copenhagen. With Beijing's geographical location, the new airport terminal that will be completed later in 2007, and SAS extended cooperation with Air China, Beijing will be an excellent point for transfer. From March 25, 2007, it will be possible to fly nonstop to China from Stockholm with the launch of the sought after Stockholm-Beijing direct route.

"Beijing governs much of China's economic and industrial development. We see that many of our customers often prefer Beijing as their gateway to China. We want to open all of Scandinavia to China and our future vision is that Beijing will become SAS's gateway to China, regardless of whether customers fly from Stockholm, Oslo or Copenhagen and regardless of their final destination," says Lars Lindgren, CEO Scandinavian Airlines International.

SAS has noted increased demand for connections to Shanghai that are not routed via Pudong International Airport. The most sought-after destination among SAS customers today is currently Shanghai's domestic airport. With the aim of meeting these demands and appealing to a broader market in Scandinavia, SAS has decided to reorganize its traffic to China and will discontinue flights to Shanghai's Pudong International Airport from April 8. Instead, SAS can offer excellent connections to the domestic airport Hong Qiao Airport in Shanghai and to a range of other important points in China.

"Through our close partnership with Air China, we can offer travelers wishing to connect to other destinations a unique network of direct flights throughout China. In addition, this partnership means that customers earn Euro Bonus points, enjoy a smoother check-in and the availability of connecting flights that meet their specific needs," says Lars Lindgren, CEO Scandinavian Airlines International.

SAS will continue operation of the sales office in Shanghai.

For further information, please contact

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Scandinavian Airlines International

Scandinavian Airlines International is the long-haul operator of SAS with 1.5 million passengers per year. The fleet consists of 11 Airbus 330/340 which serves 9 destinations: New York, Chicago, Washington, Seattle, Bangkok, Beijing, Tokyo, Copenhagen and Stockholm.