



Scandinavian Airlines

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A STAR ALLIANCE MEMBER 

## Press release

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# SAS launches new route from Stockholm. From the end of October, SAS will also operate Stockholm-Bangkok.

**Both business and leisure travelers are showing widespread interest in Bangkok. Therefore, Scandinavian Airlines (SAS) will launch a new route from Stockholm to Bangkok at the end of October 2007. This route will be operated three times a week in both directions in addition to the already existing service between Copenhagen and Bangkok.**

Demand for convenient connections to/from Thailand has increased in recent years. Peak demand to Bangkok is seen in the winter period of October to March.

"Bangkok is one of Asia's most important cities and a highly attractive destination for business travel and also for leisure travelers. Additional frequencies to Bangkok has been sought after by our customers and we are really pleased to meet this request" says Lars Sandahl, Chief Commercial Officer, Scandinavian Airlines International.

The launch of this route is part of SAS's new strategy which, using a dynamic traffic program, makes it possible to offer customers more flexible and individual solutions. The route between Stockholm and Bangkok will lead to quicker and more convenient connections for both the Swedish and the Norwegian markets, since the departure schedule has been specially adapted also for connections to and from Oslo.

SAS will continue to operate Copenhagen to Bangkok with the usual high frequency.

SAS has had a partnership with Thai Airways for many years. Thai Airways flies from Bangkok to many key destinations within Thailand, Southeast Asia and Australia. Based on this partnership, SAS offers the Scandinavian market excellent connections to numerous destinations in Thailand, Singapore and South-East Asia.

This means that with only one stop, both business travelers and tourists can easily reach their destination. Passengers need only check in once for their entire journey since baggage is checked in to the final destination. SAS Euro Bonus members will be able to make use of the usual Star Alliance benefits, including the ability to earn and use Euro Bonus points on both airlines, lounge access, etc.

Customers to Bangkok will be offered the very highest level of comfort. The route will be operated using an Airbus 340, with all Business Class seats equipped with SAS's comfortable Business Sleepers. SAS has also introduced a number of new features in its two other classes, Economy Extra and Economy, to improve the flight experience for all intercontinental customers.

### For further information, please contact

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### Scandinavian Airlines International

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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 nine destinations: New York, Chicago, Washington, Seattle, Bangkok, Beijing, Tokyo, Copenhagen and Stockholm.