



Scandinavian Airlines

Scandinavian Airlines International  
SE-195 87 Stockholm, Sweden  
Telephone: +46-8-797 0000  
Fax: +46-8-797 1515

A STAR ALLIANCE MEMBER 

**Press release**

February 1, 2008

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## Scandinavian Airlines upgrades Economy Extra on long-haul routes

SAS Scandinavian Airlines has upgraded its premium economy class, Economy Extra, on its long-haul route network. The service class, which is aimed at both business travelers and discerning leisure travelers, now has dedicated crew, an improved meal service and an enhanced attention to detail.

"Constant improvement is important in our ambition to keep Economy Extra at the leading edge of the airline industry," says Gunilla Ait El Mekki, Director Product Concepts, SAS International. "We are continuously reviewing our product offerings and we felt it was natural to upgrade certain in-flight aspects. We have focused both on the quantity and quality of food, as well as how we present it."

"Economy Extra is a unique selling point for SAS, and is a service class that attracts both business travelers and leisure travelers wanting an alternative to Economy," says Lars Sandahl Sørensen, Chief Executive Officer, SAS International. "Economy Extra offers our customers a wide range of superior benefits, such as Business class check-in; bigger, wider and more comfortable seats; audio/video-on-demand; and a more attentive service. It is therefore key for us to continuously review our product offering to ensure it is a class of its own."

The recent Economy Extra upgrade, which was introduced 1 February, 2008, includes improved quality of ingredients and the introduction of new starters and desserts. Passengers now receive a larger meal tray, with an Orrefors wineglass, and a larger second meal service.

Scandinavian Airlines introduced Economy Extra in 2002 on all long-haul routes. Compared to Economy class, Economy Extra passengers enjoy wider (47cm/18"), more comfortable seats with almost a metre (38") of legroom in a separate cabin. Customers can check in at Business class counters and are eligible for Fast Track security (where available), as well as priority boarding. Passengers are also entitled to greater baggage allowance, both for check-in and an additional piece of hand luggage to take onboard.

Onboard, Economy Extra passengers receive a pre-departure drink; a cocktail and snack; a three-course dinner and coffee/tea with liqueurs; drinks, fruit and cold snacks between meals; and a meal prior to landing. All Economy Extra passengers also receive a comfort kit and a personal water bottle.

### **For further information, please contact**

Anders Lindström, Head of Media and PR, Scandinavian Airlines International  
Phone: +46 (0)709 97 33 94; [media@flysas.com](mailto:media@flysas.com)

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Scandinavian Airlines International is the long-haul operator of SAS with 1.4 million passengers per year. The fleet consists of Airbus A330s and A340s, serving 10 destinations: New York, Chicago, Washington, Seattle, Bangkok, Beijing, Tokyo, Dubai, Copenhagen and Stockholm. In 2008, SAS International will launch flights to Delhi and San Francisco. The company is also responsible for the SAS Group's sales and market activities in EMEA, Asia Pacific and North America.