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In the future, SAS will offer three classes on long-distance flights, compared with two today. The new class will be a service between Economy and Business class. Passengers in the new class will have wider seats, more legroom and increased opportunities to work on board, compared with today's Economy class. Booking conditions will also be more flexible. In parallel, SAS also plans to improve both comfort and service in its present Business class.

SAS, like all other airlines, has noted a new form of customer demand during recent years. Business travellers have become increasingly cost-conscious, with a growing number of customers choosing economy class even for long-distance travel.

We believe the new class will become the natural choice for customers who want flexible tickets and greater comfort than Economy class, says Agn Sørensen, Senior Vice President, Business Systems Division, SAS, and adds:

"During the spring, we tested a flexible economy ticket, Economy All In, and the results have been fantastic. We will now make a definite move to introduce a new flight class in conjunction with the introduction in traffic of our new long-distance aircraft in September 2000."

The new class corresponds to upgraded Economy class, whereby passengers will have wider seats, more legroom and outlets for PCs and other equipment. Meals, refreshments and other services will be the same as today's Economy class.

Business class standards will also be upgraded to include more legroom, wider and more comfortable seats and improved service.

Prices in the new class will correspond to present prices for Economy All In tickets, which amount to about 75 percent of normal Business class prices.

The name of the class will be announced toward year-end, with more detailed information about the new product and service concept for SAS long-distance carrier fleet.

The launch of the three-class concept is scheduled in conjunction with the introduction of SAS new Airbus A330-300 in September 2000. Intercontinental operations comprise eight destinations: Bangkok, Chicago, New Delhi, New York, Beijing, Seattle, Singapore and Tokyo.

Photographs of SAS long-distance aircraft can be accessed at <http://www.scandinavian.net/company/newsfacts/picturearchive.asp>

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