AIRBERLIN PREMIERES BUSINESS CLASS ON EUROPEAN SERVICES

News / Airlines

More comfort, generous legroom, and restaurant-like service on board the new Europe Business Class
Welcome to airbistro – a new food concept on short and medium-haul flights

Starting this year as part of its strategic realignment, airberlin is introducing Business Class to German and European flights and will therefore offer a consistent product experience on short, medium and long-haul flights for the first time.

Stefan Pichler, Chief Executive Officer of airberlin, says: “We find ourselves at the beginning of a far-reaching transformation from which a new, stronger airberlin will emerge. By introducing a Business Class on short and medium-haul flights, we are making key strategic decisions that will pave the way to a sustainable future for the company and that will clearly position airberlin in the premium sector of European airlines. The new premium product will make us more attractive, particularly for business travellers and frequent flyers, and we now offer a seamless Business Class experience on the global route network by airberlin and our partner airlines.”

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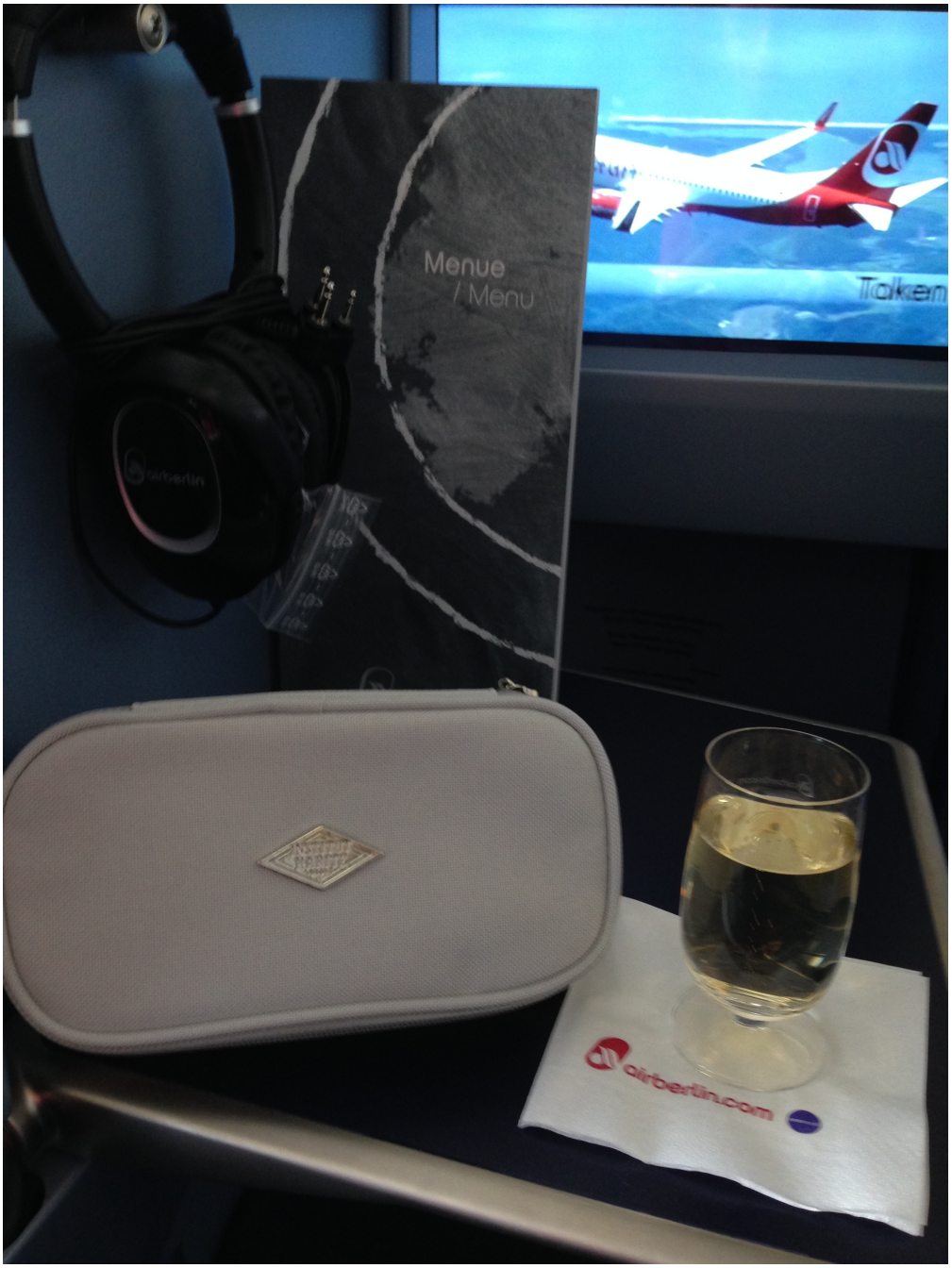
The first row in the cabin is reserved for Business Class passengers. In addition to exclusive service, passengers will then enjoy particularly generous legroom, which at 32 inches (81 cm) exceeds the European Business Class standard. A further key feature of the new Business Class is the guaranteed empty middle seat, which provides a particular amount of exclusivity and personal space, even high above the clouds.

The premium service for Business Class passengers already begins on the ground: the benefits include, for example, a priority check-in desk, a security fast lane, access to lounges and exclusive waiting areas in the airberlin route network, as well as priority boarding.

On board, the crew will give Business Class passengers a personal welcome and will serve a complementary drink. Passengers can then choose food and beverages ‘à la carte’ from the extensive on-board menu.



Each passenger is provided with a pillow for additional comfort. Two pieces of baggage weighing

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up to 32 kg as well as two pieces of hand baggage weighing up to 8 kg are included in the price of a Business Class ticket. The completely flexible Business Class tickets can be rebooked or refunded at no additional cost, and seat reservations are also free in Business Class.

Members of airberlin's frequent flyer programme topbonus collect double miles for each Business Class flight, and can therefore reach a higher status more quickly, or keep their current status.

Welcome to the airbistro: New food concept with a large selection to suit all tastes
airberlin is also adjusting its Economy Class service as part of the change in the service concept on short and medium-haul flights. Starting this year, airberlin will introduce a new buy-on-board concept and will offer its passengers a broad range of food and drinks to purchase.

The regularly changing menu offers a rich selection of small and large snacks. New to the menu are, among other products, offers combining beverages and food like, for example, a hot drink with a Double Chocolate Muffin for 4.50 euro, or the Currywurst by Sansibar with a soft drink or a refreshing beer for 9 euro. In addition to popular classics like Currywurst, airberlin will also offer local products and food trends, such as BRLO craft beer from the Berlin brewery. BRLO has created a can especially for airberlin, which is only available on board. Of course, each passenger will continue to receive a Lindt chocolate heart when leaving the aircraft. The complete menu can be viewed at www.airberlin.com/airbistro.

Even more Sansibar
airberlin passengers can purchase on-board meals by the well-known Sansibar restaurant on the German island of Sylt on all flights lasting 90 minutes or more. Coffee and tea will also be provided by Sansibar in future. The popular trend cocktails "Hugo" and "Bellini" will be added to complement the airbar range. The expansion in Sansibar products on board will again strengthen the partnership between airberlin and the cult restaurant from Sylt.

"With the new on-board service, we are responding to the needs of our guests, who would like to see flexible products to suit every taste and price range. In this way, we will also be able to accommodate new trends and to offer seasonal products on board", says Stefan Pichler.

On long-haul flights, airberlin passengers in the Economy Class will still enjoy the usual on-board service with up to two hot meals and free hot and cold drinks, as well as a selection of alcoholic beverages. A multiple-course à la carte menu from the gourmet restaurant Sansibar on Sylt will be served to Business Class passengers on long-haul flights. There will also be an ample selection of drinks. Berlin's oldest distillery, MAMPE, created the FliegerCocktail exclusively for airberlin, which will be offered in three variations as an aperitif as an alternative to the traditional champagne.

United States of airberlin
In summer 2017, airberlin will be flying to the USA more often than ever before with 78 nonstop services to eight destinations each week. The new services represent an almost 50 percent expansion in the USA route network – more than ever before. This will strengthen the travel hubs in Berlin Tegel and Dusseldorf at the same time. airberlin is the market leader at both airports for flights to North America, and continues to build on this status.

New to the airline's route network is Orlando, with five flights a week from Dusseldorf. airberlin will also provide more frequent connections from Dusseldorf to Boston, San Francisco and New York (JFK). In addition to the flights from Dusseldorf, the coming summer period will also include four nonstop flights a week from Berlin to San Francisco and three flights a week to Los Angeles. The connection between Berlin and Miami will also return with three flights per week. The frequency of flights between the German capital and New York (JFK) will also be increased to up to two flights a

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day.

“With the expansion of inter-continental routes, we are further strengthening our position as market leader for flights to North America from both of our travel hubs. With the connection between Berlin and San Francisco, we are confident of attracting lively interest from the startup scene in particular, while Orlando as a conference metropolis is mainly relevant to the business travel sector”, says Stefan Pichler.

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