

Press Release

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Finnair to launch Premium Economy class in 2021

New cabin class to debut on long-haul routes, as part of carrier's ongoing development plans to improve passenger comfort



Finnair will elevate inflight passenger comfort to new heights when it launches a brand-new Premium Economy class in 2021. The new seat, which will be fitted onto the carrier's entire long-haul fleet, is set to be located in its own cabin and feature highly customised designs that will provide customers with increased space and comfort.

The introduction of Premium Economy class comes as Finnair undergoes a period of unprecedented growth, with a growing network that now includes non-stop services to 19 cities in Asia, eight in North America and over 100 destinations in Europe.

With the launch of several highly successful long-haul destinations over the past few years, Finnair recognises that customers, both business and leisure travellers alike, will appreciate the numerous service enhancements that Premium Economy class will bring. In particular, the new cabin class is aimed towards travellers that value comfort and are looking to get more out of their flight experience – a trend that is consistent throughout Asia, Europe and the US markets.

The rollout of Premium Economy class to Finnair's long-haul fleet is slated to start in Q4 2020 and is expected to be completed by the end of 2022. Detailed planning of the cabin design, service concepts, as well as the commercial aspects are currently ongoing, and Finnair will communicate more details at a later stage.

“We see a growing trend of quality focused travellers, who place a strong focus on the comfort and quality of their travel experience,” said Stan Kwong, Regional Head of Finnair. “Responding to customer needs from all our key markets, our new Premium Economy class will serve the requirements of both leisure and corporate customers.”



Meanwhile, Finnair will also be implementing improvements to its domestic flights by refreshing the cabins of its ATR aircraft. The **oneworld** member, under its partner brand Norra, currently deploys the aircraft on domestic flights in Finland, as well as those to the Baltics, Gdańsk in Poland and Stockholm’s Bromma Airport.

The cabin refresh will include new seats, carpets and a fresh cabin interior design. The first ATR aircraft sporting the new cabin is expected to begin operations in summer 2019, whilst the refurbishment of all 12 ATR aircraft will be completed by the end of Q1, 2020.

High-resolution images of ATR cabin refresh: <https://bit.ly/2Doitma>

For more information :

www.finnair.com, www.company.finnair.com

[www.twitter.com/Finnair](https://twitter.com/Finnair)

www.facebook.com/finnair

www.instagram.com/feelfinnair

www.youtube.com/finnair

Images: gallery.finnair.com

Finnair blog: www.bluewings.finnair.com

About Finnair

Finnair flies between Asia, Europe and North America with an emphasis on fast connections via Helsinki, carrying more than twelve million passengers annually. Finnair's extensive network



connects 19 cities in Asia and 8 cities in North America with over 100 destinations in Europe. The airline, a pioneer in sustainable flying, was the first European airline to fly the next-generation, eco-smart Airbus A350 XWB aircraft and it is the first airline listed in the Leadership Index of the worldwide Carbon Disclosure Project. The only Nordic carrier with a 4-star Skytrax ranking, Finnair has also won the World Airline Award for Best Airline Northern Europe for the past nine years running. Finnair is a member of **oneworld**, the alliance of the world's leading airlines committed to providing the highest level of service and convenience to frequent international travellers.

Media Contact:

GHC Asia
Clement Huang
3163 0122
clement.huang@ghcasia.com

GHC Asia
Ines Yu
3163 0155
ines.yu@ghcasia.com