



SAS reintroduces European Business Class starting October 1

Scandinavian Airlines is announcing a new European Business Class, responding to increasing customer demand for premium service. This new offering ensures a clear and recognizable Business Class product, providing an elevated experience tailored to customers seeking comfort, flexibility, and a higher level of service.

SAS' new European Business Class strengthens the airline's competitive position and enhances the customer journey. It aims to attract even more regional and international premium travelers, reinforcing SAS' position in the premium segment. The launch supports SAS' long-term strategy and strengthens Copenhagen's role as a global hub for Scandinavian and European connectivity, while also simplifying connections and offering a more cohesive experience for passengers traveling across multiple alliance airlines.

"Many of our comfort- and quality-focused travelers expect a clearly defined European Business Class that aligns with international standards," says Paul Verhagen, Chief Commercial Officer at SAS. "While SAS Plus has provided an upgraded experience, it has lacked the recognition and clarity that travelers seek. With the reintroduction of European Business Class, we are ensuring that SAS offers the premium experience of a top European airline."

Business Class will be offered on all international European flights, including those within Scandinavia, with sales beginning on May 6.

Passengers can look forward to:

- **Enhanced dining experience:** A new Food & Beverage concept with a more premium and flexible dining experience including reusable premium tableware catering to the diverse needs of SAS Business Class travelers.
- **Dedicated cabin:** A section in the front of the aircraft for Business Class travelers, separated with a curtain and overhead divider.
- **Blocked middle seats:** Ensuring more space and privacy.
- **Priority treatment on the ground:** Priority check-in, boarding and access to more lounges, ensuring a seamless premium travel experience from start to finish.

SAS' new food offering cuts food waste, boosts local sourcing, and replaces plastic with compostable materials—highlighted by the shift to reusable porcelain tableware.

For more information, please contact:

SAS Press Office: +46 8 797 2944

SAS, Scandinavia's leading airline since 1946, operates a global hub at Copenhagen Airport (CPH), complemented by hubs in Oslo (OSL) and Stockholm (ARN).

Our mission is to connect Scandinavia with the world and the world with Scandinavia. Each year, SAS serves more than 25 million passengers and transports 60,000 tons of cargo to 135 destinations across Europe, the USA, and Asia. With a relentless focus on operational excellence, SAS ranks as one of the

most punctual airlines in Europe and the world. With a passionate workforce of over 10,000 colleagues, we collaborate with partners and customers to drive transformative changes in aviation. We are committed to achieving net-zero emissions by 2050, embodying the visionary spirit of our founders: "To move from the old to what is about to come, is the only tradition worth keeping." Innovation and societal progress are at the heart of everything we do.

SAS joined SkyTeam in September 2024, and together with our partner airlines, we offer a wide network worldwide.

For more information, visit our website at www.flysas.com or follow us on social media for the latest updates and promotions.