WE ARE SIBERIA. S7 AIRLINES RETURNS TO ITS OLD NAME TO PRESERVE SIBERIAN FORESTS.

News / Airlines

S7 Airlines, Russia's largest private airline, is temporarily returning its historical name, Siberia Airlines, and is launching an initiative to make up for the loss of forests inflicted by the wildfires in Siberia.

The forest fires in the Siberian region have already spread over more than 3 million hectares (11,500 square miles). We hope the situation stabilizes in the near future. Extinguishing the fires is only the first step in solving the problem. We need to unite and support the efforts of creating new forests in the region and undertake the necessary follow-up measures to protect the woodland.

Starting from August 1, the airline will deduct 100 rubles from every flight ticket to Siberian destinations1 that is sold on our website or our mobile application for planting new trees.

"Siberia is our homeland; we cannot remain uninvolved in the environmental problems of the region. The brand is one of the main and most powerful assets of the company, and we are ready

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to temporarily change it in order to express our participation, draw attention to the issue and team up with our passengers and partners to create new woodlands. We will return to the S7 Airlines brand after the fund has enough finances for planting 1,000,000 trees. This is the first step, and we hope that this will inspire other businesses to create similar initiatives," Vladislav Filev, Chairman of the Board of Directors at S7 Group, said.

Active members of the S7 Priority loyalty program can support the initiative by transferring miles from their account; they will also be used for planting trees in Siberia.

Moreover, a special service has been created on the S7.ru website that allows you to transfer money for tree planting. An ad-hoc counter on the website will be showing how many trees will appear in the Siberian forests thanks to this initiative.

"We invite our friends and partners to join this initiative. Together we can contribute to preserving the unique nature of Siberia," Vladislav Filev, Chairman of the Board of Directors at S7 Group, said.

Air tickets can be purchased at s7.ru, through the iPhone app or the Android app, and at any S7 sales office.

Siberia Airlines was registered on May 6, 1992. Over the past 27 years, it has evolved from a small regional air transport operator with just a few aircraft in the fleet into a world-renowned airline with a modern fleet of more than 100 aircraft and a level of services that is recognized by global leaders in the business.

Siberia Airlines began its history with the development of a destination network in the Siberian region; in the mid-90s, the first regular international flights were opened, including flights to Germany and China. In 1998, new offices were opened in Barnaul, Kemerovo, Tomsk, Novokuznetsk and Irkutsk in order to make the internal network better.

After establishing in the base airport of Tolmachevo and some regional airports, Siberia Airlines started to develop a destination network from Moscow in 2001. In 2002, Moscow Domodedovo Airport became the airline's base airport.

In 2005, the international Landor Associates company developed a new corporate identity and the S7 Airlines trademark for the company. Since 2006, the airline's planes are easily recognized at any airport in the world by their bright green livery inspired by the corporate colors.

In 2007, after successfully passing the whole international audit procedure for compliance with the operational safety standards, the airline was included in the IOSA (IATA Operational Safety Audit) operator registry.

In 2010, the airline became a full member of the oneworld global airline alliance, bringing together 13 of the largest and best airlines from all over the world. Together with its alliance partners, Siberia Airlines offers its passengers flights to more than 1,000 destinations in 150 countries of the world. Joining the leading airline alliance has confirmed that the level of personnel training, and safety and service standards offered by the airline comply with the highest industry standards.

Today, Siberia Airlines is one of the three best airlines in Eastern Europe according to the prestigious international Skytrax rating and the chart of top 100 of the best airlines in the world; it is the most punctual Russian airline, ranking sixth in the European OAG Punctuality League 2019 airline punctuality rating.

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As of year-end 2018, more than 15.9 million passengers used the airline's services.

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