



AIRBUS AND HEATHROW CELEBRATE 10TH ANNIVERSARY OF FIRST A380 FLIGHT TO LONDON

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More than

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Airbus and Heathrow airport are celebrating the 10th anniversary of A380 operations at the airport. They began on March 18th 2008 with the arrival of the first A380, a Singapore Airlines flight SQ308 from Singapore Changi airport making Heathrow one of the first to welcome Airbus' iconic double decker.

Heathrow is now the world's busiest A380 airport by number of A380 operators with nine airlines* operating to 13 destinations on some 50 A380 daily flights. Heathrow serves 78 million passengers a year of which, 10% are travelling on A380.

Passenger traffic doubles every 15 years and the A380 is and remains the best solution for absorbing growth by using aircraft slots more efficiently; especially where airport capacity is limited. Like no other aircraft, the A380 unlocks growth in a comfortable and eco-friendly way. The A380 is also a good neighbour and won a UK noise abatement society award in recognition of its low noise operations, generating 50 per cent less noise energy on departure than its nearest competitor, as well as up to four times less when landing.

Simon Eastburn, Director of Airline Business Development at Heathrow said: "It's been fantastic to see nine of our airlines welcome the Airbus A380 over the past decade. Ten years from first flight, this pioneering aircraft has helped us reduce noise and improve efficiency whilst supporting continued passenger demand for long haul routes. This is one of the most popular aircraft for many passengers so we look forward to celebrating this milestone with them."

To date, more than 200 million passengers have enjoyed the A380 experience. According to a

survey carried out by Epinion, 98% of A380 passengers would recommend flying on the A380 to their friends and family, and 60% are willing to make an extra effort to fly with the aircraft.**

As the smoothest, quietest flight, it offers unparalleled comfort in all classes. A modern feat of engineering and design, the A380 is the universally recognised benchmark. It provides airlines with a canvas to create the most outstanding business and first classes in the air, with amenities like showers, beds, bars and lounges.

Flying with the world's leading airlines on over 120 routes and 60 destinations, the A380 is the passenger's favourite. Airbus' iconic superjumbo jet offers more personal space and the widest seats in the sky in all classes, including economy class.

Building on passengers' excitement around the flagship A380, Airbus launched in 2016 the first booking assistant of its kind: iflyA380.com. In January 2018, following the website's success, Airbus unveiled the iflyA380 app, which enhances the website with more choices, features and content and new possibilities to interact with the A380.

David Dufrenois, Head of A380 Market Development at Airbus, said: ". The A380 is essential to the operations of Heathrow, which is today the first hub in the world for long haul traffic. As 70% of long haul-traffic connects through hubs, the unique A380 offer strengthens Heathrow's passenger appeal over other airports."

To celebrate the tenth anniversary, Airbus and Heathrow will surprise passengers landing at Heathrow on an A380 flight from 18 to 28 March with A380 goodies. Ten lucky passengers will also receive VIP packs to continue their journey to London in style, including complimentary Porter service at the airport, Heathrow Express Business First tickets to Central London or WeKnowLondon Chauffeur Drive to winners' chosen address, and a £250 WeKnowLondon voucher.

Useful links

Link to the booking assistant: www.iflyA380.com

Download the app now on the App Store: <https://itunes.apple.com/us/app/iflya380/id1276202010>

Find out more about iflyA380 app: <https://www.youtube.com/watch?v=5JGz8Ed4pfU>

About iflya380.com

Building on passengers' excitement around the iconic double deck A380, Airbus launched in 2016 the first booking assistant of its kind: iflyA380.com. Bringing together all 13 A380 operators to present the on-board services they offer to the 60 destinations they serve, the website provides a seamless way to browse destinations and select an A380 flight at no extra cost before booking through the airline's website.

Following user feedback and travel trends, iflyA380.com is continuously evolving to offer the most efficient and pleasurable service possible. The service has been constantly fine-tuned since launch, with design updates for improved user experience and search functionality, and has had millions of visitors since its launch.

About Heathrow

Heathrow is Europe's largest airport and one of the world's top international aviation hubs. As the UK's global gateway, Heathrow welcomes more than 78 million passengers every year with a commitment to making 'every journey better'. The airport is home to more than 80 airlines and is Britain's largest cargo port, helping to drive British trade growth by connecting the nation to more

than 190 destinations around the world. Following an investment of more than £11 billion over the last 10 years, Heathrow is currently ranked by passengers as the 'Best Airport in Western Europe' for the third year running and the 'Best Airport for Shopping' for eight years in a row.

* Nine airlines are operating A380 at Heathrow : British Airways, Korean Air, Malaysia Airlines, Thai Airways, Singapore Airlines, Qantas, Emirates, Etihad Airways, Qatar Airways.

** Epinion: Independent agency surveying passengers arriving on A380 flights at Heathrow.

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