



# NEW PREMIUM ECONOMY CLASS BY SWISS

News / Airlines

The infographic features a central teal background with white text and icons. At the top center, two airplane seats are shown with a double-headed arrow between them, indicating a 20% increase in seat pitch. To the left, a single seat icon is accompanied by the number '8' and the text 'seats to a row in 2-4-2 configuration'. To the right, a person sitting in a seat is shown with the number '24' and the text 'comfortable seats'. In the center, the main headline reads 'A far stronger sense of space'. Below this, on the left, a seat icon with a double-headed arrow is accompanied by '+10% wider seat'. On the right, a calendar icon with a sun symbol is accompanied by the text 'Introduction with summer schedules for 2021'. At the bottom center, a person reclining in a seat is shown with '+25% greater recline'.

Get ready to a new Premium Economy Class by SWISS on its long-haul aircraft fleet from spring 2021, to further strengthen its position as a premium air carrier. In a first step here, the additional travel class will be available in a 24-seat section on its Boeing 777-300ER aircraft. In the medium term, the new travel product will be extended to the entire SWISS long-haul fleet. For Economy Class travellers seeking more inflight comfort, the new product will offer a totally new air travel experience. SWISS will be investing some CHF 40 million in installing the new seating class on its Boeing 777 fleet.

**Swiss International Air Lines (SWISS) plans to further strengthen its positioning as a premium air carrier by introducing a new Premium Economy Class on its long-haul aircraft fleet. The additional class of travel will supplement the three existing classes – First, Business and Economy – from spring 2021. The new product will initially be available on the company’s Boeing 777-300ERs, with each aircraft offering 24 Premium Economy seats. In the medium term, the new product should be extended to the entire SWISS long-haul fleet.**

*Substantially more personal space*

For Economy Class travellers seeking more inflight comfort, Premium Economy will offer a totally new air travel experience. The new class of travel will feature a newly developed seat providing extensive legroom and movement. “All in all, our Premium Economy Class travellers will enjoy a substantially stronger sense of personal space,” confirms Tamur Goudarzi Pour, SWISS’s Chief Commercial Officer.

In introducing the new class of travel, SWISS is responding to a growing demand for an air travel product between Economy and Business Class. The decision to offer the new seating class has also been encouraged by the positive experiences with such a product at Lufthansa and Austrian Airlines, SWISS’s sister companies within the Lufthansa Group.

*Introduction in spring 2021*

SWISS will embark on the cabin conversion work required in winter 2020/21, and the new Premium Economy Class product will be available from spring 2021. SWISS will be investing a total of some CHF 40 million in installing the new seating class on its Boeing 777 fleet.

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