Introducing SAS
The Scandinavian way to fly

As the national carrier of not one, but three of the world’s most contemporary, innovative and modern countries, Scandinavian Airlines prides itself on representing the region well.

Despite being a large international player, SAS has not forgotten its heritage. The old SAS slogan ‘It’s Scandinavian’ might be simple, but it truly encompasses everything that Scandinavian Airlines represents: from Internet check-in, some of the most modern airports in the world as main hubs, and unique and homey lounges, to the renowned Scandinavian World Cooking onboard, Scandinavian design throughout the aircraft and a touch more legroom, no matter where you sit.

Another typical Scandinavian feature SAS is proud to possess is effortless beauty. Like the Scandinavians, SAS’ brands, products and fleet make the airline look younger and fresher than ever before – even past the age of 60.

In the air
Onboard SAS’ modern and spacious Airbus A330s and A340s there are a number of specific features that sets Scandinavian Airlines apart from its competitors. Scandinavian Airlines is the only northern European airline to offer personal entertainment screens across all classes, including audio/video-on-demand in Economy Extra and Business. SAS is also one of few airlines in the world to offer a wide range of magazines onboard, even in Economy.

SAS is also one of few airlines to offer a premium economy product, Economy Extra. In a separate cabin, Economy Extra passengers enjoy wider and more comfortable seats than in Economy, extended meal services, Business class check-in and priority boarding.

SAS Business is full of unique Scandinavian touches, both onboard and on the ground. With the SAS Business Sleeper, SAS guarantees one of the best travel experiences in the sky.

A favorite among SAS Business passengers is the popular buffet bar with drinks, fruits, snacks and sandwiches, as well as an espresso machine, which is available between meals. The spacious restrooms, which feature windows, are particularly popular with the ladies, and there is also a handle bar to stretch your back during the flight.

On the ground
In line with Scandinavian efficiency, SAS was one of the first airlines in the world to introduce self service check-in, and later online check-in. In Sweden, SAS has also launched biometrics check-in for domestic travel, another world first.

By flying SAS, passengers will travel to and from two of the world’s most modern and efficient airports: Copenhagen and Stockholm airports.

The SAS lounges are all furnished in Scandinavian style with elegant colors and include functional, yet comfortable, design features. The SAS lounges are designed to make you feel at home – as an extension of your own living room. All lounges also offer complimentary wireless broadband, and SAS was the first airline to offer free IP telephony via Skype in the lounges.

SAS Scandinavian Airlines in brief
SAS’ Scandinavian touch is evident throughout SAS’ products, services and fleet:

• SAS is the only Northern European airline to offer personal screens in all classes.
• SAS offers wider seats and more legroom.
• One of few airlines internationally to offer a premium economy class: Economy Extra.
• SAS Business features a popular buffet bar and espresso machine; spacious restrooms with windows and a handle bar to stretch your back.
• Free wireless broadband and IP telephony in all SAS lounges.
With the SAS Business Sleeper, SAS guarantees one of the best travel experiences in the industry, from Fast Track security and the unique lounges, to the Scandinavian touch onboard and comfortable sleeper seats.

The SAS Business Sleeper offers passengers more comfort and privacy than ever before. It gives them plenty of personal living space and superior comfort whether they wish to work, relax, sleep or be entertained. SAS Business also features innovations such as spacious restrooms with windows, and a handle bar for inflight stretching.

**Seats**
The SAS Business Sleeper is one of the best in the sky, offering passengers a 52cm/20” wide seat, 155cm/61” seat pitch and 200cm/79” of living space. When fully reclined at 170°, the SAS Business Sleeper creates a 188cm/74” long bed with an additional 15cm/6” width at the shoulders. Seat features include audio/video-on-demand entertainment, a built-in massage function and clever storages for laptops and other items, such as a water bottle.

**Entertainment**
The SAS Business Sleeper is equipped with a 10.4” screen, offering movies, music and games on demand. Each seat also features a laptop power outlet for added convenience.

**Meals and drinks**
Business class passengers enjoy SAS’ renowned Scandinavian World Cooking – the best of the world’s cuisine, served the Scandinavian way. The Scandinavian influence is also shown with glass from Orrefors, cutlery from Georg Jensen and porcelain from Royal Copenhagen.

During night flights, a light, cold meal is served prior to the main service for those wishing to sleep. Drinks, fruits, snacks and sandwiches are available between meals from the popular buffet bar, which also features an espresso machine.

Before landing, a breakfast or light meal is served. Passengers who wish to enjoy their sleep longer receive the “Grab & Go” breakfast service and coffee when exiting the flight.

**Lounges**
All SAS lounges are furnished in Scandinavian style with elegant colors and feature functional, yet comfortable, design features. The lounges are designed to make travelers feel at home – as an extension of their own living room – so you can work, relax or have a drink and a bite to eat. All SAS lounges offer complimentary wireless broadband, and SAS was the first airline to offer free IP telephony via Skype in our lounges.

**Fares**
SAS Business is available in two fare types: Fully Flexible and Fixed to suit various needs and budgets. SAS also offers full service class combinability, making it possible to travel Business one way and Economy Extra the other, for example.

**EuroBonus**
SAS EuroBonus members receive 200% EuroBonus points when traveling in Business class.
SAS Scandinavian Airlines offers smooth and time-efficient travel solutions for both the modern business traveler and leisure passengers wanting that little bit extra. SAS is therefore one of very few airlines worldwide to offer a premium economy class. With one of the most generous cabin classes in the sky, SAS’ Economy Extra passengers receive a range of Business class benefits, but at a much lower price.

SAS has created a separate cabin that offers a more spacious and peaceful environment, enabling our Economy Extra passengers to arrive at their destination in good shape, both mentally and physically. Our Economy Extra seats are featured in a 2-3-2 configuration to ensure passengers maximum comfort.

**Seats**
In SAS’ Economy Extra class, passengers enjoy wider (47cm/18”), more comfortable seats with almost a metre (38”) of legroom in a separate cabin. Besides manually adjustable neck rests, the specifically designed and ergonomic Economy Extra seats also feature foot rests for a greater level of comfort.

**Efficient travel**
Economy Extra passengers do not travel faster than those in Economy but they will enjoy a more relaxed travel experience. They skip the queues by checking in at Business class counters. Economy Extra passengers can then race through Fast Track security (where available) and enjoy priority boarding. They can also take advantage of a greater baggage allowance, including one additional piece of hand luggage to take onboard.

**Entertainment**
All seats are equipped with a 6.4” personal screen that offers audio/video-on-demand with a wide range of entertainment for all passengers. Each seat also features a laptop power outlet.

**Meals and drinks**
During the flight, our crew will serve a cocktail and snack; a three-course dinner and coffee/tea with liqueurs; drinks, fruit and cold snacks between meals; and a light meal prior to landing. All Economy Extra passengers also receive a personal water bottle for improved wellbeing.

**Fares**
Economy Extra tickets are available in two fare types: Fully Flexible and Fixed. SAS’ Fully Flexible fares offer passengers tickets with no restrictions. Rebooking and refunds are free, and there is no minimum stay rule. SAS’ new Fixed tickets offer the lowest fares and rewards early bookings in all our three classes. The fare does not allow for changes or refunds, and requires a minimum stay of five days.

SAS also offers full service class combinability, making it possible to travel Economy Extra one way and Business or Economy the other, for example.

**EuroBonus**
SAS EuroBonus members receive 150% EuroBonus points when traveling in Economy Extra.
SAS Economy
Affordable and enjoyable service and comfort

Scandinavian Airlines prides itself on its high level of service and attention to customer satisfaction. SAS’ Economy class is unrivalled by any other Northern European airline, as SAS is the only airline to offer Economy passengers personal screens and wide ergonomically designed seats.

SAS’ Airbus aircraft provide one of the most comfortable Economy cabins for passengers traveling to and from Europe, with a spacious 2-4-2 configuration. The Scandinavian touch can be experienced throughout the food, the design of the meal tray and the hospitable approach of our helpful flight attendants.

Seats
Scandinavian Airlines’ Economy seats are considered to be among the most comfortable and widest in the sky, with a seat pitch of 81cm/32” and width of 45cm/17”. SAS is also one of the few airlines to allows advance seat reservation in Economy.

Convenient check-in
Economy passengers can travel smarter by checking in online before they travel. Alternatively, for extra convenience, SAS Self Service check-in kiosks and baggage drop facilities are also available at most airports.

Entertainment
All seats are equipped with a 6.4” personal screen that offers a wide range of entertainment, including movies, music and video games. It is also possible to watch landing and take off live through our landscape cameras. SAS is also one of few airlines to offer Economy passengers a wide selection of magazines onboard.

Meals and drinks
SAS passengers in Economy are served a cocktail and snacks, followed by a three-course meal, coffee/tea and liqueur. During night flights, a breakfast is served before landing, and on day flights a cold meal. Between meals passengers are invited to help themselves to juice, water, snacks and sandwiches.

In Economy, all drinks served with the meals are complimentary. Alcoholic drinks between meals can be purchased.

Traveling with children
Onboard SAS, children are kept happy and busy with special kids’ meals, activity packs and dedicated movie/audio channels.

Fares
Economy tickets are available in three fare types: Fully Flexible, Flexible and Fixed. SAS’ Fully Flexible fares offer passengers tickets with no restrictions. Rebooking and refunds are free, and there is no minimum stay rule.

The Flexible Economy fare can be changed or refunded at a cost and has a three-day minimum stay.

SAS’ new Fixed tickets offer the lowest fares and rewards early bookings in all three passenger classes. This fare does not allow for changes or refunds, and requires a minimum stay of five days.

EuroBonus
SAS EuroBonus members receive 25 – 100% EuroBonus points when traveling on Economy fares.

SAS Economy in brief
Scandinavian Airlines’ Economy class offers one of the most comfortable and spacious travel experiences for passengers venturing to and from Europe.

• Ergonomically designed seats with 45cm/17” width.
• 81cm/32” seat pitch.
• Advance seat reservation.
• Spacious 2-4-2 configuration.
• Personal 6.4” entertainment screens.
• Live take off and landing cameras.
• Activity packs and dedicated entertainment for kids.
• Available in three fare types: Fully Flexible, Flexible and Fixed.
SAS Scandinavian Airlines understands that passengers want efficient service and a hassle-free journey, from beginning to end. But they also expect a little more – extra comfortable seats for a good night’s sleep, a touch more leg-room, Scandinavian-influenced cuisine, Scandinavian design, and genuine, caring and friendly staff.

SAS Scandinavian Airlines offers three cabin classes to suit passengers’ needs and budgets: Business, Economy Extra and Economy. No matter the service class, passengers onboard will experience the Scandinavian feel and personal space, coupled with the latest in-flight comfort and entertainment.

SAS Business
When flying SAS’ Business, SAS guarantees one of the best travel experiences in the industry, from Fast Track security and the unique lounges, to one of the most comfortable Business seats in the sky.

The SAS Business Sleeper offers passengers more comfort and privacy than ever before, along with a built-in massage function, audio/video-on-demand entertainment and clever storages for laptops and other items.

Business class passengers enjoy SAS’ renowned Scandinavian World Cooking – the best of the world’s cuisine, served the Scandinavian way. Besides a superior meal service, SAS also offers a light, cold meal on night flights to passengers who wish to sleep as soon as possible, as well as the “Grab & Go” breakfast bag and coffee for those who wish to sleep longer.

Between meals, passengers are welcome to help themselves to drinks, fruits, snacks and sandwiches from the popular buffet bar, which also features an espresso machine.

Other unique in-flight touches in SAS Business include spacious restrooms with windows and a handle bar to stretch your back during the flight.

Economy Extra
Scandinavian Airlines is one of very few airlines worldwide to offer a premium Economy class, following customer demand. SAS’ separate cabin offers a more spacious and peaceful environment in a 2-3-2 configuration, to ensure passengers maximum space. Seats are wider and more comfortable than in Economy, with almost a metre of legroom.

Each seat has a personal screen with audio/video-on-demand, and a laptop power outlet.

Economy Extra passengers enjoy a more generous service, with a wider selection of meals and beverages.

SAS Economy
SAS is the only Northern European airline to offer Economy passengers personal screens, ergonomically designed seats and the widest seat pitch. Besides a wide range of movies, music and video games, it is also possible to watch landing and take off live through our landscape cameras. SAS also offers Economy passengers a wide selection of magazines onboard.

Onboard our Airbus A330 and A340 aircraft, we have a spacious 2-4-2 configuration and SAS is one of few airlines to allow advance seat reservation.

SAS in-flight services in brief
Scandinavian Airlines offers passengers the highest standard and latest in-flight comfort.

- SAS offers Business, Economy Extra and Economy.
- SAS is one of few airlines to offer a premium Economy class: Economy Extra.
- SAS’ Business guarantees one of the best travel experiences in the sky.
- Personal screens in all classes, and audio/video-on-demand in Business and Economy Extra.
- Spacious configurations: 2-2-2 in Business, 2-3-2 in Economy Extra and 2-4-2 in Economy.
- SAS offers amongst the widest seats in each class.
Fare structure

SAS offers greater fare flexibility and choice

It used to be the case that flexibility and comfort were inseparable; you couldn’t have one without paying for the other. Scandinavian Airlines is now the first airline to give customers a choice between the two, and plenty more.

SAS has introduced a new fare structure offering simplicity, flexibility and better value for money. Passengers can choose among a range of fares in Business, Economy Extra and Economy, with each specifically designed to offer the optimum level of comfort, service and flexibility. SAS offers full service class combinability, making it possible to travel Business one way and Economy Extra the other, for example.

With three cabin classes offering different levels of service and comfort to suit the passengers’ varying needs, plus flexible fare combinations that allow them to budget accordingly, finding the right ticket at the right price has never been easier.

SAS is also the first airline in the world to introduce a Business Class fare that is available right up until departure and still guarantees a seat in Business Class.

Pick and mix

In 2007, SAS introduced three new fare types – Fully Flexible, Flexible and Fixed – offering passengers the utmost flexibility. These fares can be mixed between service classes, making it possible to travel, for instance, one way on a Fixed Business Class fare and the other on a Fully Flexible Economy Extra fare.

Fully Flexible

Available in Business, Economy Extra and Economy

Our Fully Flexible fares offer passengers tickets with no restrictions. Rebooking and refunds are free, and there is no minimum stay rule – even in Economy class.

Flexible

Available in Economy

Bookings of our Flexible fare can be either changed or refunded at a cost and has a Saturday night minimum stay.

Fixed

Available in Business, Economy Extra and Economy

SAS’ Fixed tickets offer the lowest fares and rewards early bookings in all our three classes. These fares are not refundable, but certain changes are available (additional fees apply). Also, a Saturday night minimum stay.

The Fixed Business and Economy Extra fares are specifically aimed at leisure travellers who want to enjoy the highest standard of comfort and service at an extremely competitive price.

The SAS fare structure in brief

A new Scandinavian Airlines fare structure was implemented in 2007 to create greater flexibility and choice for passengers, with much fewer rules and restrictions.

• Simplified rules and restrictions make booking easier.
• Full service combinability – possible to mix service classes.
• Lower-priced Fixed tickets rewards early bookings.
• Fully Flexible Economy ticket for free rebooking and cancellations.
• A class’ Business ticket guarantees you a seat right up to departure.
SAS Scandinavian Airlines offers the best connections between Northern Europe and the US and Asia. With 13 direct long-haul routes to and from our main hubs of Copenhagen and Stockholm, SAS connects with the rest of the world through our code share and airline partners.

SAS International is the long-haul airline of Scandinavian Airlines and operates eight non-stop routes from Copenhagen to Asia, the Middle East and the US. For passengers traveling to Europe, SAS can offer the best connections via two of Europe’s most modern and efficient airports. And for passengers traveling beyond our gateways in Asia or the US, SAS offer more than 100 code share destinations with partners such as Air China, Thai Airways and United Airlines.

Beyond SAS’ gateways
In the US, SAS has a code share agreement with United Airlines to some 60 destinations across the nation. In China, a similar agreement with Air China takes our passengers from anywhere in Scandinavia to anywhere in China. Thai Airways, which was co-founded by SAS back in the late 1950s, is our code share partner to major Asia Pacific destinations such as Hong Kong, Kuala Lumpur, Singapore, Australia and New Zealand.

SAS International in brief
SAS International is responsible for all SAS long-haul routes and international offices.

- 13 direct routes to Asia, the Middle East and the US.
- From Copenhagen to Bangkok, Beijing, Chicago, Delhi, Dubai, New York, Seattle, Tokyo and Washington DC.
- From Stockholm to Bangkok, Beijing, Chicago and New York.
- Code share on more than 100 routes worldwide.
- 60 code share destinations in the US with United Airlines.
- 965 airports worldwide served through Star Alliance™.
SAS innovations
SAS – the world’s most innovative airline

As the national carrier of not one, but three of the world’s most contemporary countries, there has always been certain expectations on Scandinavian Airlines to represent its region well. Not too surprisingly, SAS has introduced more significant ‘firsts’ during aviation history than any other airline.

Over the past six decades, SAS has consistently been at the forefront of the industry, introducing innovative new products that its competitors quickly adapt for themselves. SAS has been the first to open new routes and serve new destinations long before other airlines followed suit. Some of SAS’ innovations include:

The first trans-arctic flight with a commercial aircraft
At 8.30am on November 19, 1952, SAS’ first DC-6B, ‘Arlid Viking’, took off from Los Angeles. 28 hours and six minutes later it touched down in Copenhagen, following two intermediate stops at Edmonton, Canada, and Thule, Greenland.

First airline to introduce Tourist Class
These discounted ticket options, introduced in 1952, came with certain conditions. It was originally only available on transatlantic routes, but became so successful it was offered on all routes in 1954. The entire airline industry followed suit shortly afterwards.

First airline to fly directly over the North Pole
In 1953, a test flight between Bodø, Norway, and Fairbanks, Alaska, became the first commercial aircraft to ever fly directly over the geographical North Pole. SAS also became the first airline to introduce a special Polar navigation system to overcome the problems of flying over the magnetic North Pole.

Launching the world’s first Polar shortcut
When the Copenhagen to Los Angeles route opened in November 15, 1954, it was hailed as “The first new commercial route in a thousand years” in a headline by a Swiss newspaper. The new route cut the travel time between California and Scandinavia from 36 hours to 22 hours. Surprisingly, SAS had no competition on the Polar route for five years until 1959.

Establishing the world’s first around-the-world service
In 1957, SAS became the world’s first airline to offer regularly scheduled routes around the world, Copenhagen-Anchorage-Tokyo-Copenhagen, without a change of aircraft.

First airline to offer various destinations at no extra cost
In 1962, SAS launched the ‘Extra City Plan’ in the US, allowing passengers to visit various European cities (in addition to Copenhagen) at no extra. In fact, a total of 25 cities across Europe were offered at the same price as a direct flight. One after another, SAS’ competitors on the Atlantic routes introduced similar offers and today, it is a worldwide standard.

First to introduce a Europe-wide instant booking system
In February 1965, SAS introduced SASCO, a Europe-wide ‘instant booking’ electronic reservation system. In 1987, SAS was part of forming the information and reservation system Amadeus, named after Wolfgang Amadeus Mozart, with Lufthansa, Air France and Iberia.

SAS Innovations in brief
As the world’s most innovative airline, Scandinavian Airlines has been at the forefront of new technologies, trends and markets.

• SAS was the first airline to introduce Tourist Class.
• SAS introduced the Polar shortcut, which was hailed as “The first new commercial route in a thousand years” by a Swiss newspaper.
• SAS established the first around-the-world service in 1957: Copenhagen-Anchorage-Tokyo-Copenhagen.
• SAS was first to introduce a Europe-wide instant booking system, SASCO, in 1965.
First airline to introduce in-flight entertainment
SAS was the first airline to show movies onboard its flights. The first in-flight entertainment program was launched on a flight to New York on September 15, 1968.

First airline to employ a female pilot
In May 1969, 31-year-old Norwegian Turi Widerøe became the first female pilot for a Western airline. She was the daughter of aviation pioneer Viggo Widerøe and had previously flown seaplanes for Widerøe Airlines (which SAS acquired in 1997).

Turi became a celebrity in the US, and in 1971 she was presented with the prestigious Harman International Aviation Trophy at the White House, along with the Apollo 11 astronauts who had landed on the moon. A year later, some 200 million people saw the documentary What Makes Turi Fly?

The first female SAS captain, Swedish Lena Lindeberg, was appointed in 1995. And on April 20, 1998, the first SAS flight with an all-female crew departed Stockholm for Dublin.

First airline to feature an in-flight exercise program
In 1977, SAS added the unique ‘Exercise in the Chair’ program to its in-flight entertainment. The worldwide response and media attention to the airborne physical fitness program was far greater than SAS could possibly have expected, and created new waves of goodwill for SAS worldwide. Today, there is also a handle bar onboard in Business class to stretch your back during the flight.

First airline to offer separate check-in and lounges
In 1982, SAS introduced its new concept First Business Class on intercontinental routes. SAS thereby became the first airline to offer its business travelers separate check-in counters and exclusive airport lounges.

First western airline to serve a Baltic capital
In 1989, the Stockholm-Tallinn (Estonia) route was launched. In 1990, a Copenhagen-Riga (Latvia) service was introduced, and flights to Vilnius (Lithuania) followed in 1991. SAS served Riga as early as 1956, but later withdrew its service. Today, the SAS Group partly owns Air Baltic and Estonian Air, the two largest airlines in the Baltics.

First airline to introduce sleeper seats
In 1992, SAS introduced the EuroSleeper, a special seat almost as comfortable as a bed, which could be booked at an extra surcharge. It was particularly popular on SAS’ US routes.

Introducing a ladies’ favorite
SAS was the first airline to feature windows in its Business class restrooms, which were rolled out during the 1990s. Still to date, few airlines have copied this concept, which has become a particular favorite with the ladies.

Introducing biometrics check-in
SAS was the first airline to introduce biometric security check-ins in a domestic market. Following a successful trial period in northern Sweden, fingerprint readers were rolled out across Sweden in the first half of 2006.

Green flights
SAS aims to be the world’s most environmentally-conscious airline and was first to implement green approaches, saving 150 kilograms aircraft fuel (or approximately 475 kilograms carbon dioxide) per landing.

SAS has carried out over 2000 domestic green approaches at Stockholm Arlanda airport, and in December 2007, SAS became the first airline to conduct a trans-Atlantic green flight from the US to Stockholm.

SAS Innovations in brief
As the world’s most innovative airline, Scandinavian Airlines has been at the forefront of new technologies, trends and markets.

- First airline to introduce in-flight entertainment in 1968, and in 1977, first to add an in-flight exercise program: ‘Exercise in the Chair’.
- First airline to introduce sleeper seats.
- First airline to feature windows in Business class restrooms.
- First airline to introduce biometric check-ins across a whole domestic market.
- First airline to implement green flights, both domestic and trans-Atlantic.
Throughout history, Scandinavians have been explorers. So it is no real surprise that Scandinavian Airlines has been at the forefront of opening up new airways. Like the Vikings, SAS has conquered the world, albeit with a much friendlier approach. Scandinavian Airlines have grown steadily over the past six decades and today it is much more than just one airline.

The idea to combine three Scandinavian airlines into one took years of planning, but made perfect sense from the start. Why have three small airlines compete on routes that will not sustain enough traffic, when one single, amalgamated airline could meet demand?

The three airlines that came together were: one with no money, no aircraft and no staff (Norway’s Det Norske Luftfartselskap, DNL); one with some money, a small staff and one aircraft (Denmark’s Det Danske Luftfartselskab, DDL); and one with three operational B-17s, 10 DC-4s on order and finances in perfect shape (Sweden’s Intercontinental Air Traffic, SILA). Together, they became Scandinavian Airlines System, SAS.

1946
SAS’ first intercontinental commercial flight to New York takes off on September 17 from Stockholm’s Bromma Airport • SAS inaugurates South Atlantic routes to Brazil and Uruguay

1947
Daily flights to New York are introduced

1948
All European operations are merged

1949
Bangkok becomes SAS’ first Far Eastern destination

1950
Parent companies ABA (Sweden), DDL (Denmark) and DNL (Norway) transfer all operations to SAS in accordance with a new Consortium Agreement

1951
Bangkok service extended to Tokyo • Nairobi service introduced • South American route extended to Santiago

1952
SAS makes the world’s first trans-arctic flight with a commercial aircraft

1953
Nairobi route extended to Johannesburg

1954
SAS opens the world’s first Polar shortcut with the Copenhagen – Los Angeles service

1956
Moscow route re-opened • Riga added to the network

SAS timeline in brief (1946–1956)
Scandinavian Airlines has continuously been at the forefront of the aviation industry.

• SAS was born out of Norway’s Det Norske Luftfartselskap (DNL), Denmark’s Det Danske Luftfartselskab (DDL) and Sweden’s Swedish Intercontinental Air Traffic (SILA).
• SAS’ first intercontinental commercial flight to New York takes off on September 17, 1946, from Stockholm’s Bromma Airport.
• SAS makes the world’s first trans-arctic flight with a commercial aircraft in 1952.
• SAS opens the world’s first Polar shortcut with the Copenhagen–Los Angeles service in 1954.
1957
Another Polar shortcut, Copenhagen–Anchorage–Tokyo, is introduced, establishing the world’s first around-the-world network • SAS is part of forming Swedish domestic airline Linjeflyg • Warsaw and Prague added to the route network

1958
Cooperation agreement signed with Swissair

1959
SAS becomes a 50% shareholder of Guest Aero of Mexico • SAS enters the Jet Age with the first jet aircraft, Caravelle • SAS forms THAI International with Thai Airways

1960
The new flagship of the SAS jet fleet, the DC-8-33, is introduced on North Atlantic routes • Monrovia in Liberia added to South Atlantic network • The DC-8 Jetliner introduced on the Tokyo route, slashing flying time from 27 hours to less than 16 hours • SAS opens its first hotel, the 21-storey SAS Royal Hotel Copenhagen

1961
Services to East and South Africa extended

1962
SAS was awarded the prestigious Christopher Columbus Prize (the “Nobel Prize of Communications”) • The ‘Extra City Plan’ is launched in the US, the whole industry follows suit

1963
Route to Kirkenes opened • Montreal added to network

1964
Flights to Chicago commence

1965
SAS becomes the first airline to introduce European-wide electronic reservation system (SASCO) • Non-stop Bergen –New York route introduced

1966
Inauguration of Seattle via Polar route

1967
The Trans-Asian Express, a new East-West shortcut linking Copenhagen with Bangkok and Singapore, is introduced

1968
Dar-es-Salaam added to the African network • SAS is the world’s first airline to introduce in-flight entertainment on a flight to New York

1969
Turi Widerøe joins SAS as the first female pilot for a Western airline • Barbados and Port-of-Spain in the West Indies are added

1970
KLM, SAS, Swissair and UTA of France sign a milestone agreement of cooperation, forming the KSSU group

1971
SAS is part of forming Danish domestic airline Danair • SAS’ first Boeing 747 jumbo jet is put into service • The Trans-Siberian Express between Copenhagen and Tokyo is launched • New uniforms, designed by Christian Dior of Paris, are introduced

1972
East Berlin route opens • New York - Stavanger route opens • SAS’ in-flight magazine Scanorama is launched

SAS timeline in brief (1957–1972)
Scandinavian Airlines has continuously been at the forefront of the aviation industry.

• SAS establishes the world’s first around-the-world route in 1957.
• SAS forms THAI International in 1959.
• SAS opens its first hotel, the 21-storey SAS Royal Hotel Copenhagen in 1960.
• SAS becomes the first airline to introduce Europe-wide electronic reservation system in 1965.
• SAS is the world’s first airline to introduce in-flight entertainment on a flight to New York in 1968.
• Turi Widerøe joins SAS as the first female pilot for a Western airline in 1969.
1973
SAS places its largest single aircraft order, for more DC-9-41s, worth US$105 million • Flights to Delhi commence

1975
SAS introduces the world’s most northernmost scheduled service, Svalbard

1976
Service to Lagos inaugurated

1977
Flights to Kuwait are introduced • Gothenburg–New York non-stop service commences

1979
Business Class is introduced on intercontinental routes

1980
SAS opens its first hotel outside Scandinavia, the SAS Kuwait Hotel • Business Class introduced on North American routes

1981
SAS EuroClass is introduced on all European routes • SAS receives its first Airbus, “Snorre Viking”

1982
First Business Class makes its debut on intercontinental flights and SAS becomes the first airline to offer business travelers separate check-in counters and special airport loungers, the Scanorama Lounges

1983
SAS introduces special seminars, dubbed “charm schools”, for some 11,000 employees, to improve customer service • A new striking corporate identity is unveiled • Hotel Scandinavia becomes the first SAS hotel to offer lobby check-in for full-fare passengers

1984
SAS is awarded the ‘Airline of the Year’ award by Air Transport World • SAS Commuter operations begins • A hovercraft feeder service between Copenhagen Airport and Malmö, Sweden, is introduced

1985
First non-stop flights between Stockholm - Bangkok • SAS takes delivery of its first MD-80, while the last 747 is retired

1986
SAS celebrates 40 years with a series of open-house parties in Scandinavia. Half a million people participate • SAS wins the ‘Best Passenger Service Award’ from Air Transport World • SAS Leisure forms Spanish airline Spanair

1987
SAS signs a cooperation agreement with Thai Airways • SAS forms a joint information and reservation system, Amadeus, with Air France, Iberia and Lufthansa

1988
Copenhagen - Beijing service introduced • SAS acquires a major hold of Airlines of Britain Holdings, and forms an alliance with British Midland

1989
Cooperation with All Nippon Airways and Continental Airways begins • Stockholm–Tallinn route introduced • SAS International Hotels acquires 40% of the Intercontinental Hotels Group. The stake is sold in 1992

SAS timeline in brief (1973–1989)
Scandinavian Airlines has continuously been at the forefront of the aviation industry.

• Business Class is introduced on intercontinental routes in 1979; on North American routes in 1980.
• SAS EuroClass is introduced on all European routes.
• SAS introduces “charm schools”, for some 11,000 employees in 1983, to improve customer service.
• SAS is named ‘Airline of the Year’ in 1984.
• SAS wins the ‘Best Passenger Service Award’ from Air Transport World in 1986.
• SAS Leisure forms Spanish airline Spanair in 1986.
• SAS is part of forming the joint information and reservation system, Amadeus.
1990
Agreement signed with LanChile, including a 35% ownership stake • Services from Copenhagen to Berlin, Prague and Riga are introduced

1991
Services from Copenhagen to Chicago, Hong Kong, Kiev and St Petersburg are introduced • SAS starts operating separate joint services with Austrian Airlines and Varig

1992
SAS introduces Jackpot, a discount fare option • EuroBonus, SAS’ frequent flyer program, is introduced • EuroSleeper seat introduced • SAS acquires Swedish domestic airline Linjeflyg. In early 1993 Linjeflyg’s operations are integrated into SAS’ network • Service to Vilnius introduced

1993
Six new European routes from Copenhagen are introduced

1994
SAS International Hotels and Radisson Hotels International sign a cooperation agreement, becoming Radisson SAS Hotels Worldwide. Within a year it becomes the fastest-growing hotel chain in Europe • Copenhagen - Osaka route introduced

1995
SAS’ largest investment ever with the order of 41 Boeing 737-600 twinjets for Scandinavian and European routes • SAS and Lufthansa announce a strategic alliance, with the aim to combine all their route networks between Scandinavia and Germany • SAS acquires a major hold in Latvian airline airBaltic • SAS publishes its first environmental report • SAS EuroBonus wins the coveted International Freddie Awards as ‘Program of the Year’, and continues to win the prestigious award for the next six consecutive years

1996
SAS celebrates its 50th anniversary, serving 103 destinations in 34 countries • Harmonization and name change of SAS parent company to SAS Danmark A/S, SAS Norge ASA and SAS Sverige AB • SAS and United Airlines begin code-sharing • Stockholm to Dublin and Manchester routes introduced • SAS becomes the first European airline to operate the MD-90

1997
SAS becomes a founding member of Star Alliance™ with Air Canada, Lufthansa, Thai Airways International and United Airlines • SAS obtains a major stake in Norwegian commuter airline Widerøe’s Flyveselskap

1998
SAS acquires the Finnish domestic airline AirBotnia (which is rebranded as Blue1 in 2004) • SAS becomes part-owner of Swedish domestic airline Skyways • Stockholm - Chicago service introduced

1999
SAS introduces a new corporate identity, as well as internet bookings and traffic information via mobile phone • SAS forms alliance with Singapore Airlines • SAS orders four A330s and seven A340s to service intercontinental routes

2000
Website is redesigned and a system for mobile phone bookings is introduced • PC power outlets added to intercontinental fleet

SAS timeline in brief (1990–2000)
Scandinavian Airlines has continuously been at the forefront of the aviation industry.

• EuroBonus, SAS’ frequent flyer program, is introduced in 1992.
• SAS acquires a major hold in Latvian airline airBaltic in 1995.
• SAS becomes a founding member of Star Alliance™ in 1997.
• SAS EuroBonus named ‘Program of the Year’ in 1997, and continues to win the prestigious Freddy Award for the next six consecutive years.
• In 1998, SAS acquires the Finnish domestic airline AirBotnia (which is rebranded as Blue1 in 2004).
2001
A single SAS share is established and SAS is listed on the stock exchanges in Stockholm, Copenhagen and Oslo • Copenhagen–Washington D.C route opens • SAS acquires Braathens of Norway and creates SAS Braathens

2002
SAS increases its Spanair stake to 74% (and to 95% in 2003) • SAS wins the Best Environmental Report at the European Reporting Awards • Economy Extra class is launched

2003
SAS introduces the low-cost concept Snowflake • Spanair joins Star Alliance™ • SAS acquires 49% of Estonian Air

2004
Several new routes from Copenhagen are introduced: Athens; Krakow; Shanghai; Venice and Zagreb • Incorporation of a completely new business model • Blue1 becomes a regional Star Alliance™ member • SAS launches the first-of-its-kind Crew Guide • As part of Turnaround 2005, SAS is divided into separate airlines in Denmark, Norway and Sweden, while SAS International is formed to serve intercontinental routes. All operate under the SAS brand

2005
SAS launches one way fares on European and Scandinavian routes • SAS becomes the first airline in the world to offer wireless internet access in all classes on all intercontinental routes

2006
The new SAS Business Sleeper is rolled out on intercontinental fleet • Audio/video-on-demand entertainment is introduced • Biometric check-in introduced in Sweden • SAS celebrates 60 years

2007
SAS becomes the first airline to offer complimentary wireless Internet and IP telephony in all lounges • Stockholm–Beijing route inaugurated • SAS announces its new five-year plan, Strategy 11 • SAS Braathens is renamed SAS Norge • SAS acquires 100% of Spanair in preparation to divest the airline • SAS International introduces new fare flexibility and choice • Copenhagen–Dubai route launched • Stockholm–Bangkok route re-introduced; in total more than 10 new direct routes from Stockholm are introduced • SAS carries out the world’s first trans-Atlantic green landing

2008
Economy Extra on all long-haul routes is upgraded • SAS announces plans to reduce carbon-dioxide emissions by 20% by 2020 • Copenhagen – Delhi launched

SAS timeline in brief (2001–2007)
Scandinavian Airlines has continuously been at the forefront of the aviation industry.

• SAS launches Economy Extra class in 2002.
• SAS acquires 49% of Estonian Air in 2003.
• In 2004, SAS is divided into separate airlines in Denmark, Norway and Sweden, while SAS International is formed to serve intercontinental routes.
• SAS launches one way fares on European and Scandinavian routes in 2005.
• The SAS Business Sleeper is rolled out in 2006.
SAS in history
Pioneering aviation since 1946

Scandinavian Airlines’ reputation as an industry pioneer is well deserved. But, not too surprisingly this hasn’t always sat very well with competitors or even foreign governments. Over the year, SAS has started “wars”, had passengers removed by police and introduced the world’s most awarded frequent flyer program.

Some highlights from the history of SAS:
SAS’ first financial statement, which covered August 1, 1946, to December 31, 1947, showed sales of $7.4 million and a gross operating profit of $1.6 million. The result was quite remarkable for the first financial year of a new enterprise, and received much favorable media coverage both in Scandinavia and abroad.

By the end of 1947, Scandinavian Airlines had carried more than 18,000 passengers over the Atlantic. This figure was far beyond the 3675 passengers SAS had forecasted for the time. The airline had not predicted to reach 10,000 passengers until 1952, and carry 16,200 passengers by 1955.

In 1954, SAS started the so-called “sandwich war” on the North Atlantic routes with Danish smørrebrød. As tourist class had been introduced, economy passengers had to pay for their meals onboard. So many of the lunchboxes SAS offered passengers to buy remained unsold that SAS decided to serve smørrebrød, giant, open-faced sandwiches, instead, free of charge. In the US, this was considered to be a meal and not to be included in the fare. The final drop for the US competitors was when SAS put out an ad displaying its luxurious sandwiches next to meager cellophane-wrapped varieties offered by the American carriers. In response, the Americans threatened to withdraw SAS’ traffic rights.

The media coverage, however, was so extensive, SAS paid a $16,000 fine without complaint. It was also established that if SAS was to continue serving the sandwiches, which they did, one corner of the sandwich had to be clearly visible and not covered by any spread. The “sandwich war” also introduced open-faced sandwiches to the rest of the world, as prior to this event, they had only been found in Scandinavia.

On February 24, 1957, an SAS flight, ‘Guttorm Viking’, departed Copenhagen for Tokyo, via Anchorage. At the same time, another SAS aircraft, ‘Reidar Viking’, took off from Tokyo, and the two aircraft met over the North Pole at 9:10pm. With the new route, flying time between Scandinavia and Tokyo had been reduced from 52 hours to 32 hours. By linking the Tokyo via Bangkok and Tokyo via Anchorage routes, SAS established the world’s first commercial around-the-world route. The DC-7s servicing the route had “First over the Pole and around the World” marked on the aircraft.

Passengers onboard the first Scandinavian Airlines flight from Copenhagen to Tokyo via Anchorage in 1957 were impressed that one particular flight attendant remained impressively fresh and alert all the way from Copenhagen to Tokyo. What SAS didn’t publicize at the time was that it had employed two identical twin sisters, and replaced one sister with the other during the intermediate landing in Alaska!

SAS in history in brief
Scandinavian Airlines’ reputation as an industry pioneer is well deserved.

• By the end of 1947, Scandinavian Airlines had carried more than 18,000 passengers over the Atlantic, far beyond the 3675 passengers SAS had forecasted.
• In 1954, SAS started the so-called “sandwich war” on the North Atlantic routes with Danish smørrebrød.
• In 1954, SAS established the world’s first commercial around-the-world route. The DC-7s servicing the route had “First over the Pole and around the World” marked on the aircraft.
In 1958, Birgitta Lindman, a 23-year-old Swedish stewardess, landed the cover of LIFE magazine’s jet special issue about airlines. She beat hostesses from 53 other airlines to make the coveted cover.

In May 1969, 31-year-old Norwegian Turi Widerøe became the first female pilot for a Western airline. She was the daughter of aviation pioneer Viggo Widerøe and had previously flown seaplanes for Widerøe Airlines (which SAS acquired in 1997). Turi became a celebrity in the US, and in 1971 she was presented with the prestigious Harman International Aviation Trophy at the White House, along with the Apollo 11 astronauts who had landed on the moon. A year later, some 200 million people saw the documentary What Makes Turi Fly?

The first female SAS captain, Swedish Lena Lindeberg, was appointed in 1995. And on April 20, 1998, the first SAS flight with an all-female crew departed Stockholm for Dublin.

In 1977, SAS added the unique ‘Exercise in the Chair’ program to its in-flight entertainment. The worldwide response and media attention to the airborne physical fitness program was far greater than SAS could possibly have expected, and created new waves of goodwill for SAS worldwide.

In the early 1980s, under the helm of new president Jan Carlzon (who was head of SAS for a record 12 years), the airline embarked on a new mission: to become the businessman’s airline. SAS was to become more customer-orientated, or as Carlzon himself put it, the best airline in the world for the frequent business traveler.

First Class was dropped on all European routes, and instead, SAS introduced EuroClass on all European routes in 1981, which gave the airline an edge over its European competitors. By paying full-fare economy prices, EuroClass passengers received separate counters and lounge access, more legroom, free drinks and upgraded meals. The “legality” of SAS EuroClass was, however, questioned by SAS’ competitors and reached its height when police boarded an SAS plane in Madrid and started to remove passengers who they had decided were getting too much for too little money. The action rewarded SAS with priceless media coverage all over the world.

Air France, in particular, objected to SAS’ new class and it even looked as if all air connections between France and Scandinavia would be shut down as the two airlines fought it out. In the end, the French and Scandinavian foreign ministers came to a resolution which favored SAS’ new class.

In 1983, SAS introduced special seminars, dubbed “charm schools” for the 11,000 employees, with the aim to improve customer service.

EuroBonus, the SAS frequent flyer program launched in 1992, has become the world’s most awarded. In 1997, when the prestigious Freddy Award was launched, EuroBonus took home the coveted ‘Program of the Year’ award, and continued to win it for six consecutive years. To date, EuroBonus remains the most awarded frequent flyer program in the industry.

SAS in history in brief
Scandinavian Airlines’ reputation as an industry pioneer is well deserved.

• In 1958, SAS stewardess Birgitta Lindman landed the cover of LIFE magazine’s special issue about airlines.
• In May 1969, Norwegian Turi Widerøe became the first female pilot for a Western airline. A year later, some 200 million people saw the documentary What Makes Turi Fly?
• In 1977, SAS added the unique ‘Exercise in the Chair’ program to its in-flight entertainment.
• In 1992, SAS launched EuroBonus, the most awarded frequent flyer program in the industry.
Scandinavian Airlines
SAS – four airlines in three countries


Scandinavian Airlines System, SAS, is 50% government-owned and 50% publicly held and traded on the stock market. The Swedish government owns 21.4%, the Danish and Norwegian 14.3% each.

SAS International
Stockholm-based Scandinavian Airlines International comprises two main operations: intercontinental routes to the US, Middle East and Asia; and sales operations in Europe, Asia and North America. Sales operations are divided into three sales regions: Asia Pacific, Americas and EMEA.

SAS International serves 11 destinations: Bangkok, Beijing, Chicago, Copenhagen, Delhi, Dubai, New York, Seattle, Stockholm, Tokyo and Washington DC. The aircraft fleet consists of seven Airbus A340-300s and four Airbus A330-300s.

Chief Executive Officer – Lars Sandahl Sørensen

SAS Danmark
Copenhagen-based Scandinavian Airlines Danmark is responsible for the SAS Group’s European traffic to, from and via Denmark, and for developing Copenhagen as the SAS Group’s main hub. Copenhagen airport has approximately 50% transfer traffic. SAS Danmark is also responsible for sales of the Group’s airlines and partners in the Danish market.

SAS Danmark serves 50 destinations in 23 countries, and has a fleet of 52 aircraft, mainly Airbus 321, Airbus 321 and MD82/87.

Chief Executive Officer – Susanne Larsen

SAS Norge
Oslo-based Scandinavian Airlines Norge is responsible for SAS Group’s traffic to, from and via Norway. The airline was founded in 2004 by the merger of Scandinavian Airlines in Norway and Braathens, and was named SAS Braathens until July, 2007, when it was rebranded SAS Norge.

Scandinavian Airlines Norge is the market leader in domestic routes in Norway, and a significant operator in terms of business destinations in Europe and leisure destinations in southern Europe.

SAS Norge serves 56 destinations with an aircraft fleet of 56 Boeing 737s. In addition, SAS Norge has six Fokker F50s and two Avro 70s.

Chief Executive Officer – Ola H. Strand

SAS Sverige
Stockholm-based Scandinavian Airlines Sverige is Sweden’s largest airline and is responsible for all SAS Group’s traffic to, from and via Sweden. SAS Sverige is also responsible for coordinating the SAS Group’s and partners’ sales activity in Sweden.

The airline flies to 52 destinations in 18 countries. SAS Sverige’s fleet comprise 42 aircraft of the types MD-80 and Boeing 737.

Chief Executive Officer – Anders Ehring

Scandinavian Airlines in brief
As of 2004, SAS Scandinavian Airlines consists of four different companies throughout Scandinavia.

• SAS International is responsible for all intercontinental traffic and non-Scandinavian sales operations.
• SAS Danmark is responsible for European traffic to/from Copenhagen and Danish domestic routes.
• SAS Norge is responsible for European traffic to/from Norway and Norwegian domestic routes.
• SAS Sverige is responsible for European traffic to Sweden and Swedish domestic routes.
• 50% government owned and 50% publicly held.
• Government ownership: Denmark (14.3%), Norway (14.3%) and Sweden (21.4%).
SAS International’s fleet
Scandinavian Airlines’ A330s and A340s


**A330-300**
The Airbus A330 is a large-capacity, two-engined, medium-to-long-range widebody commercial passenger aircraft.

SAS’ fleet comprise four A330-300s, which are used on routes to Chicago, Delhi, Dubai, New York and Washington DC from Copenhagen and Stockholm.

SAS’ A330 is a three-class configuration of Business, Economy Extra and Economy. With a total 264 seats, 34 seats are in Business, 35 in Economy Extra and 195 in Economy.

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<tr>
<td>Economy Extra</td>
<td>35 seats</td>
<td>2-3-2</td>
</tr>
<tr>
<td>Economy</td>
<td>195 seats</td>
<td>2-4-2</td>
</tr>
</tbody>
</table>

**Length**
63.69 m /208 ft 11 in.

**Wing span**
60.3 m /197 ft 10 in.

**Cruising speed**
875 kmph/545 mph

**Range**
9,700 km

**Engine**
2 x RR Trent 772B

* Seat width in Business varies between seated and sleeping mode: Seated 20”/51 cm, sleeping 23”/58.5 cm

**A340-300**
The Airbus A340 is a long-range four-engined widebody commercial passenger airline aircraft.

SAS’ fleet comprise seven A340-300s, which are used on all Asian routes, as well as Copenhagen–Seattle.

SAS’ A340 is a three class configuration of Business, Economy Extra and Economy. With a total 245 seats, 46 are seats in Business, 28 in Economy Extra and 171 in Economy.

<table>
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<tr>
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</tr>
<tr>
<td>Economy</td>
<td>171 seats</td>
<td>2-4-2</td>
</tr>
</tbody>
</table>

**Length**
63.69 m /208 ft 11 in.

**Wing span**
60.3 m /197 ft 10 in.

**Cruising speed**
875 kmph/545 mph

**Range**
12,800 km

**Engine**
4 x CFM56-5C4

SAS International’s fleet in brief
Scandinavian Airlines’ long-haul fleet comprise four A330-300s and seven A340-300s.

- A330-300 used on routes to Chicago, Delhi, Dubai, New York and Washington DC.
- A340-300 used on routes to Bangkok, Beijing, Seattle and Tokyo.
- Three classes: Business, Economy Extra and Economy.
- A340-300, total of 245 seats: 46 Business, 28 Economy Extra and 171 Economy.
- Spacious configuration: 2-2-2 in Business, 2-3-2 in Economy Extra and 2-4-2 in Economy.
SAS hubs

Copenhagen and Stockholm airports

Scandinavian Airlines uses the two main hubs of Copenhagen and Stockholm airports for all intercontinental traffic, while Oslo airport also has a large amount of European traffic.

Copenhagen serves 59 SAS destinations, while Stockholm serves 56 SAS destinations, although no intercontinental destinations. Combined, the three airports handle over 60 million passengers each year. All three are typically Scandinavian: modern and efficient, with unique contemporary design throughout.

Copenhagen Airport
Copenhagen Airport is the largest airport in Northern Europe, serving approximately 50,000 passengers daily and close to 21.5 million passengers annually (2007). It is the 17th largest airport in Europe.

Along with Copenhagen and Denmark, Copenhagen Airport also serves southern Sweden, including Malmö.

Copenhagen Airport opened in 1925 as one of the world’s first private airports, and since the 1950s, it has been ranked as one of the best airports in the world.

The airport comprises three terminals. SAS’ domestic traffic is operated from Terminal 1, and its international traffic from Terminal 3.

Copenhagen Airport has a maximum capacity of 83 landings per hour and can accommodate 108 airplanes. The airport is owned by Københavns Lufthavne, which also operates Roskilde Airport.

Runways: 3 – 3,600m/11,811ft; 3,200m/10,827ft; and 2,800m/9,186ft
Passengers: 21.5 million (2007)

Stockholm Airport
Stockholm-Arlanda Airport is the third largest airport in Northern Europe, serving close to 18 million passengers in 2007. Overall, it is the 20th busiest airport in Europe.

Stockholm-Arlanda Airport officially opened in 1962, although it was used from 1959 for practice flights. Originally an international airport only, domestic traffic was moved from Stockholm Bromma Airport in 1983. Stockholm-Arlanda comprises four passenger terminals and can accommodate 25 million passengers. SAS’ domestic traffic is operated from Terminal 4 (Arlanda South) and its international traffic from Terminal 5 (Arlanda North).

The airport is owned by Luftfartsverket, which also operates 17 additional airports in Sweden.

Runways: 3 – 3,300m/10,827ft; and two at 2,500m/8,202ft
Passengers: 17.9 million (2007)

SAS hubs in brief
Scandinavian Airlines primarily uses the hubs of Copenhagen, Oslo and Stockholm.

• SAS’ intercontinental routes operate from Copenhagen and Stockholm airports.
• Copenhagen is renowned as one of the best airports in the world.
• Copenhagen Airport is the largest in Northern Europe, with almost 21.5 million passengers (2007).
• Oslo Airport is the second largest airport in Northern Europe, with close to 19 million passengers (2007).
• Stockholm Airport is the third busiest airport in Northern Europe, with 17.9 million passengers (2007).
SAS EuroBonus
The most awarded frequent flyer program

On April 27, 1992, SAS Scandinavian Airlines launched its frequent flyer program, EuroBonus. Originally only a handful of partners were included; 15 years later there are more than 55, and counting. EuroBonus has also won more prestigious Freddie Awards than any other frequent flyer program.

Following the launch of EuroBonus in 1992, about a 1000 new members enrolled every week during the first year. This number is still valid and today there are 2.6 million EuroBonus members around the world.

Freddie Awards
The annual Freddie Awards is the most prestigious award within the world of frequent flyer programs. The coveted prize was launched in 1995, and SAS EuroBonus was the first to win ‘Program of the Year’, which it continued to win for the next six consecutive years. In 1995, EuroBonus was also awarded ‘Best Customer Service’, ‘Best Elite Level’, ‘Best Member Communication/newsletter’ and ‘Best Website’, of which most categories it has won continuously.

Levels
There are three membership levels of EuroBonus: Basic, Silver and Gold. Members are automatically upgraded to the next level once they have earned the required number of Basic points within a 12 month period.

Silver members also earn an additional 15% points on SAS flights, while Gold members earn an additional 25%.

Bonus trips and more
EuroBonus points can be exchanged for bonus trips with SAS and airline partners, as well as car rental, hotels and upgrades.

EuroBonus members also receive attractive leisure offers. As Silver or Gold EuroBonus members special privileges and benefits include: waitlist priority; extra baggage; smoother check-in; and discounts on hotels and rental cars.

EuroBonus also produces Seasons, a quarterly award-winning travel magazine aimed specifically at Scandinavian Silver and Gold members. Silver and Gold members outside Scandinavia receive EuroBonus Traveler.

EuroBonus history
Just like Scandinavian Airlines, the SAS EuroBonus program has been at the forefront of innovation. Already in 1995, the first award trip was booked online, although the proper online award booking platform was launched in 1998.

In 2001, SAS was the first airline to introduce the possibility to mix Economy and Business Class travel in the same award for a special fare in points.

As of 2002, members can subscribe to EuroBonus e-mail offers, as well as combine their Mastercard or Diners credit card and EuroBonus card in one.

In 2003, EuroBonus made it possible to buy points in order to mix with already earned points. And in 2004, a new award travel booking system was launched.

In October, 2005, EuroBonus introduced mobile check-in for members.

In 2007, a search engine that made award booking even easier was launched. Today, every second award trip is booked online. In 2008, EuroBonus became available for all ages.

SAS EuroBonus in brief
Scandinavian Airlines’ frequent flyer program has won more coveted Freddie Awards than any other FFP:

• SAS EuroBonus launched April 27, 1992.
• Originally a handful partners, today more than 55.
• 2.6 million EuroBonus members worldwide.
• Three membership levels: Basic, Silver and Gold.
• Named ‘Program of the Year’ seven consecutive years.
• Online award booking since 1998.
• In 2001, SAS was the first airline to introduce the possibility to mix Economy and Business Class travel in the same award for a special fare in points.
• In 2003, EuroBonus made it possible to buy points in order to mix with already earned points.
Today, the SAS Group comprises a number of businesses. Scandinavian Airlines remains the main airline business, but SAS’ hold in Europe spans far beyond Scandinavia these days. As one of the world’s largest airline groups, the SAS Group currently owns or partly owns the largest or second largest airline in nine European countries.

More than 40 million passengers flew with the SAS Group airlines – Scandinavian Airlines, airBaltic, Blue1, Spanair and Widerøe – during the year to July 2007 (bmi British Midland and Estonian Air’s passenger numbers are not included in the results).

In June 2007, the SAS Group announced it will divest its shares in bmi British Midland and Air Greenland, whilst take full control of airBaltic and Estonian Air.

**Blue1**
Part of the SAS Group since 1998; 100% ownership. Regional Star Alliance™ member since 2004.
SAS acquired the Finnish domestic airline Air Botnia in 1998 and relaunched it as Blue1 in 2004. The airline has since grown extensively and now serves 18 European destinations – double what the airline offered two years ago. Blue1 also services six destinations in Finland.
Blue1 carried 1.8 million passengers during 2007.

**airBaltic**
Part of the SAS Group since 1995; 47.2% ownership. Latvia-based airBaltic has become the leading airline in the Baltics, with hubs in both Riga and Vilnius, Lithuania. airBaltic operates nonstop services to more than 40 destinations in Europe, the Middle East and Africa.
During 2007, airBaltic grew passenger numbers by 40% to 2 million passengers.

**Estonian Air**
Part of the SAS Group since 2003; 49% ownership. Tallinn-based Estonian Air is an affiliated airline of the SAS Group. Since Estonian joined the group, its network has expanded rapidly and now serves 17 destinations from Tallinn.
In 2007, Estonian Air carried 746,000 passengers.

**Widerøe**
Part of the SAS Group since 1997; 100% ownership. Norwegian commuter airline Widerøe’s Flyveselskap is the largest regional airline in the Nordic region.
During 2007, close to 2 million passengers traveled with Widerøe.

**Spanair**
Part of the SAS Group since 1986; 100% ownership. Star Alliance™ member since 2003.
Spanair has grown to become Spain’s second largest airline. It has grown rapidly in the last few years, and its expansion plan for 2006-2010 is to double both its passenger numbers to 15 million and destinations to 40.
Spanair carried 9.9 million passengers during 2007.

**SAS Group in brief**
The SAS Group owns or partly owns the largest or second largest airline in nine European countries.

- 100% ownership of SAS Scandinavian Airlines, Blue1, Widerøe and Spanair.
- SAS Group owns 49% of Estonian Air, 47.2% of airBaltic, 37.5% of Air Greenland and 20% of bmi.
- SAS Group announced in June 2007 its aim to divest its shares in bmi British Midland and Air Greenland, while takings full control of airBaltic and Estonian Air.
- The SAS Group also comprise SAS Ground Services, SAS Cargo Group, SAS Technical Services, and SAS Business Opportunities.
Star Alliance™
More than a decade of connecting Earth

SAS Scandinavian Airlines is a proud founding member of Star Alliance™, which was launched on May 14, 1997, along with Air Canada, Lufthansa, Thai Airways and United Airlines. Over the past 10 years, Star Alliance™ has grown to become the largest and most awarded airline alliance in the world.

At present, 21 of the world’s finest airlines make up the Star Alliance™ family, along with a further three regional members. Combined, Star Alliance™ carries close to 500 million passengers annually – well over a quarter of the world’s total air travel – to more than 965 airports in 162 countries across the world. Every five seconds, somewhere on the globe, a Star Alliance™ member carrier airplane takes off or lands – 18,000 times a day, every day.

At present, the SAS Group owns or partly owns four Star Alliance™ members: Scandinavian Airlines, Spanair, bmi and regional member Blue1.

SAS and Star Alliance™
Star Alliance™ is the cornerstone of the SAS Group’s global partner and network strategy, offering customers and travelers reliable, seamless travel products and services worldwide.

At present, the SAS Group owns or partly owns four Star Alliance™ members: Scandinavian Airlines, Spanair, bmi and regional member Blue1.

Scandinavian Airlines was part of forming the alliance and was a founding member in 1997. bmi British Midland joined Star Alliance™ in 2000, followed by Spanair in 2003. Blue1 became the first regional member in 2004, of which there are now three.

Star Alliance™ members
SAS was a founding member of Star Alliance™ in 1997 with Air Canada, Lufthansa, Thai Airways and United Airlines. Varig joined later the same year.

• In 1999, Ansett Australia, Air Nippon Airways and Air New Zealand became members.
• In 2000, Singapore Airlines, bmi British Midland, Mexicana and Austrian Airlines joined.
• In 2001, Ansett files for bankruptcy and exits Star Alliance™.
• In 2003, Asiana Airlines, LOT Polish Airlines and Spanair join.
• In 2004, US Airways and the three regional members – Blue1, Adria Airways and Croatia Airways – become members, while Mexicana leaves the alliance.
• In 2005, TAP Portugal joins Star Alliance™, followed by South African Airlines and SWISS International Air Lines in 2006.
• In 2007, Varig exits the alliance, while Air China and Shanghai Airlines join.
• In 2008, Turkish Airlines and Egypt Air became members of Star Alliance™.

Convenient and rewarding global travel
SAS EuroBonus members can earn and redeem points on all 21 Star Alliance™ airlines, as well as enjoy the same kind of frequent flyer privileges and benefits when traveling with other Star Alliance™ airlines as they would when traveling with SAS Scandinavian Airlines.

Star Alliance™ in brief
Scandinavian Airlines was a founding member of Star Alliance™ in 1997.

• Founding members: SAS, Air Canada, Lufthansa, Thai Airways and United Airlines.
• Star Alliance™ is the oldest, largest and most awarded airline alliance in the world.
• SAS Group owns or partly owns four Star Alliance™ members: Scandinavian Airlines, Spanair, bmi British Midland and regional member Blue1.
• SAS EuroBonus member can earn and redeem points on all Star Alliance™ airlines.