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SWISS's new First Class: a suite above the clouds

SWISS will be gradually introducing a new First Class cabin from this spring onwards in parallel with its fleet renewal programme. The centrepiece of the new cabin product is the new SWISS First Seat, which offers exclusive design, top inflight comfort and extensive privacy and can be individually adjusted to travellers' specific wishes and needs. The new 'suite above the clouds' marks a further milestone in SWISS's ongoing quality drive.

With its numerous settings and comprehensive adjustability, the new SWISS First Seat offers excellent inflight comfort that can be specifically tailored to each guest's individual preferences. The spacious surroundings and adjustable sidewalls provide extensive privacy, while sophisticated lighting and the contemporary-yet-warm SWISS design combine to create a pleasant sense of space. As a further bonus, the unique guest seat, complete with backrest and armrests, enables the First Class customer to dine or work with a fellow traveller at a generously proportioned table.

The SWISS First Seat can be reclined at the touch of a button into a totally lie-flat bed that is more than two metres long. It is also equipped with a down-filled duvet, and incorporates an innovative pneumatic air cushion, the softness of which can be adjusted to individual preferences in any seating position. Further extras include a 23-inch (currently the world's biggest) inflight entertainment screen and generous work surfaces and storage facilities. In visual terms, the new seat picks up on the design elements and colour scheme that have already been adopted for the new SWISS Lounges to sizeable effect.



“With our new First Class, we’re setting new benchmarks for individual travel in an exclusive inflight environment,” says Christoph Beckmann, chief marketing and product officer. “Our ‘suite above the clouds’ underlines SWISS’s positioning as a top quality airline, and marks a further consistent step in our ongoing quality drive, both on the ground and in the air.”

Roger Federer impressed

In creating its new First Class seat, SWISS has worked closely with its customers, whose wishes and needs provided key parameters for the new seat’s development. Swiss tennis ace Roger Federer has already inspected it, and the winner of 13 Grand Slam titles was quick to voice his approval. “When I want to recover from the rigours of a long tournament, the new SWISS First Seat will offer me everything I need to rest and relax undisturbed,” he enthuses. “I’m looking forward to my first flight in the new SWISS First cabin.”

The world’s only airline with First Class on all long-haul flights

The gradual replacement of its current Airbus A330-200s with new and more fuel-efficient A330-300s from this spring onwards is a major investment for SWISS. And, once all the new A330-300s are in service, the airline will be the only one in the world to offer a First Class cabin on all its long-haul aircraft.

“SWISS today is a healthy company that stands on sound foundations in a turbulent operating environment,” CEO Christoph Franz underlines. “We will continue to make strategic investments in our future, and intend to further strengthen our market position; and every one of our personnel is working day in, day out to keep our company in prime business shape.”

**For further information and bookings please visit SWISS.COM/UK
call SWISS on 0845 601 0956 or contact your travel agent.**



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Notes to editors:

From the UK and Ireland alone Swiss International Air Lines, the national airline of Switzerland, offers 28s daily flights, serving **Basel, Geneva** and **Zurich** from **London City** and **Manchester**, and **Zurich** from **London Heathrow, Birmingham** and **Dublin**. For flights from the UK and Ireland SWISS offers two classes, Economy and Swiss Business, and the flexibility to book a different class in each direction.

From its Zurich hub and from Basel and Geneva international airports, SWISS's 73-aircraft fleet serves 90 destinations in 42 countries around the world. As part of the Lufthansa Group and as a member of the global Star Alliance, SWISS remains true to its mission of providing quality air services that link Switzerland with Europe and the world.

All SWISS flights offer value for money, SWISS's quality in-flight service, including free food and drink, and Miles and More frequent flyer mileage-earning opportunities.

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