

bgb
Tel: +44 (0) 20 7902 2979
Fax: +44 (0) 20 7902 2991
rrigby@bgb.co.uk
SWISS.COM/UK

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Media release

London, 23 November 2009

SWISS further strengthens position in London; six new daily flights from Heathrow to Geneva

SWISS will be further expanding its range of services between London Heathrow and Geneva on 10 January 2010. An additional aircraft will be stationed in Geneva to operate the new flights. SWISS and British Midland (bmi) also plan to collaborate more closely on their services between the UK and Switzerland.

Thanks to the ongoing strength of its financial position and recently posted net profit of CHF113m (£66.8m) for the first nine months of 2009, SWISS has been able to steadily expand its services to Switzerland and beyond. From 10 January 2010 onwards, SWISS will offer six new daily services between London Heathrow and Geneva and will be increasing its number of seats from the UK to Switzerland by up to 30 per cent.

As well as meeting increased demand for travel options from Heathrow to Geneva, the route will afford travellers the benefit of recently upgraded SWISS facilities at Geneva airport, including new First, Business class and Senator Lounges. At SWISS' new Heathrow base in Terminal 1, improved infrastructure offers both a brand new Star Alliance and bmi lounge, plus a fast-track option which is helpful for the many West London-based business travellers.

"No other airline offers a more attractive range of services to Switzerland from London's most central airports, London Heathrow and London City," says SWISS CEO Harry Hohmeister, commenting on the expansion. "It's our business success in and to Geneva that's enabling us to further expand our network and take active advantage of the market opportunities here."

The new services between London Heathrow and Geneva will be operated by two aircraft of the Airbus A320 family. In an initial phase, one of these will be provided by bmi, SWISS' new sister airline within the Lufthansa Group. Later, however, SWISS will operate all these Geneva services with its own

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equipment. A further SWISS Airbus A320 will be stationed in Geneva for this purpose. From London City, SWISS will slightly modify its daily capacity to Geneva by offering four daily frequencies from 10 January and by adding an additional frequency to Zurich on Saturdays.

Gregor Koncilja, SWISS' country manager for the UK and Ireland, said, "We are delighted by these six new daily frequencies from Heathrow to Geneva, which SWISS has added in response to customer demand. The new service will increase the number of daily flights to Switzerland up to 33 and we are confident that our prime schedules, competitive all-inclusive fares and, importantly for leisure travellers, free transportation of ski equipment will prove popular with our guests.

"The city of Geneva and its surrounding region are important and popular for a host of reasons, with a multitude of international corporations having their headquarters or European headquarters there. It's also significant for leisure travellers, with Geneva representing the primary gateway to the Swiss, French and Italian Alps and for the many West London-based Britons owning properties in the Greater Geneva area, including the recently UNESCO-listed region of Lavaux at Lake Geneva," Koncilja concluded.

The planned collaboration with bmi will not be limited to the Heathrow-Geneva route, either, but should be extended to all flights between the UK and Switzerland. In future every one of the more than 430 weekly SWISS services between the two countries should be operated together with bmi under codeshare arrangements.

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SWISS's London-Geneva services in brief

London - Geneva timetable winter 09/10: 10Jan10 - 27Mar10

Flight	From	Dep	To	Arr	Operating days							Aircraft	Operator
					1	2	3	4	5	6	7		
LX 359	LHR	07:00	GVA	09:35						X	X	A320	BD
LX 359	LHR	07:00	GVA	09:40	X	X	X	X	X			A320	BD
LX 353	LHR	08:55	GVA	11:35	X	X	X	X	X	X		A319	LX
LX 353	LHR	08:55	GVA	11:40							X	A319	LX
LX 351	LHR	11:45	GVA	14:25	X	X	X	X	X	X	X	A320	BD
LX 355	LHR	14:25	GVA	17:05	X	X	X	X	X	X	X	A319	LX
LX 349	LHR	16:40	GVA	19:20	X	X	X	X	X	X	X	A320	BD
LX 357	LHR	19:30	GVA	22:10	X	X	X	X	X	X	X	A319	LX
LX 352	GVA	07:30	LHR	08:15	X	X	X	X	X	X	X	A319	LX
LX 350	GVA	10:15	LHR	10:55						X	X	A320	BD
LX 350	GVA	10:20	LHR	11:05	X	X	X	X	X			A320	BD
LX 354	GVA	12:15	LHR	12:55						X		A319	LX
LX 354	GVA	12:15	LHR	13:00			X	X	X		X	A319	LX
LX 354	GVA	12:20	LHR	13:05		X						A319	LX
LX 354	GVA	12:35	LHR	13:25	X							A319	LX
LX 348	GVA	15:15	LHR	16:00	X	X	X	X	X	X	X	A320	BD
LX 356	GVA	17:45	LHR	18:30	X	X	X	X	X	X	X	A319	LX
LX 358	GVA	20:00	LHR	20:40	X	X	X	X	X	X	X	A320	BD
LX 441	LCY	06:40	GVA	09:20						X		AR1	LX
LX 441	LCY	06:45	GVA	09:30	X	X	X	X	X			AR1	LX
LX 443	LCY	07:45	GVA	10:30						X		AR1	LX
LX 443	LCY	08:35	GVA	11:20	X	X	X	X	X			AR1	LX
LX 435	LCY	12:15	GVA	14:55						X		AR1	LX
LX 435	LCY	13:55	GVA	16:35	X	X	X	X	X			AR1	LX
LX 437	LCY	14:45	GVA	17:30							X	AR1	LX
LX 447	LCY	18:40	GVA	21:25	X	X	X	X	X			AR1	LX
LX 449	LCY	19:15	GVA	21:55						X		AR1	LX
LX 442	GVA	06:35	LCY	07:15						X		AR1	LX
LX 442	GVA	07:25	LCY	08:05	X	X	X	X	X			AR1	LX
LX 434	GVA	11:05	LCY	11:45						X		AR1	LX
LX 434	GVA	12:40	LCY	13:20	X	X	X	X	X			AR1	LX
LX 436	GVA	13:35	LCY	14:15							X	AR1	LX
LX 438	GVA	14:25	LCY	15:10							X	AR1	LX
LX 446	GVA	17:25	LCY	18:10	X	X	X	X	X			AR1	LX
LX 448	GVA	18:05	LCY	18:45							X	AR1	LX
LX 440	GVA	20:05	LCY	20:40	X	X	X	X	X		X	AR1	LX

LHR = London Heathrow / LCY = LONDON CITY AIRPORT / GVA = GENEVA

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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:

Further information will be provided on SWISS's steady expansion of its Geneva-based services at a press meeting with CEO Harry Hohmeister which will be held in Geneva in the early afternoon of Wednesday 2 December. The event will also include further information on the SWISS network and other news. A separate invitation will follow shortly.

From the UK and Ireland alone Swiss International Air Lines, the national airline of Switzerland, offers daily flights, daily flights, operating from **London City and Manchester** to **Basel, Geneva** and **Zurich**, from **London Heathrow** to **Geneva and Zurich** and from **Birmingham** and **Dublin** to **Zurich**. 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 86-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 & More frequent flyer mileage-earning opportunities.

Following its 2009 win in the 2009 Guardian and Observer Travel Awards, SWISS has become the recipient of 10 prestigious awards over the past six years. Since its World Travel Awards win as Europe's leading airline in 2003, SWISS has picked up the same award on four further occasions, as well as being voted Europe's leading business class airline in the same awards on two occasions. The carrier has also featured in the past two years' Condé Nast Traveller Readers' Awards as favourite short-haul leisure airline and 2009 runner up in the same category.

For further press information please contact:

Richard Rigby / Lalla Dutt, bgb

tel: 020 7902 2990 email: rrigby@bgb.co.uk