



Media release

London Heathrow, 2 June 2010

SWISS starts new Zurich-San Francisco service

SWISS's first-ever non-stop scheduled flight to San Francisco departed from Zurich at 13:15 today. The aircraft – one of the carrier's Airbus A340s – had been specially painted for the occasion in a "flower power" design. San Francisco is SWISS's seventh North American destination. Chairman of the Board Rolf P. Jetzer personally inaugurated the new service at Zurich Airport prior to departure, together with CEO Harry Hohmeister and with various further invitees and representatives in attendance from the business and political worlds.

SWISS inaugurated its new six-times-weekly non-stop service between Zurich and San Francisco today. The destination – SWISS's seventh in North America – will be served using Airbus A340 equipment. "In introducing our new Zurich-San Francisco flights, we are further expanding our services to and from the USA, the most important market in our intercontinental business," said SWISS CEO Harry Hohmeister. "San Francisco has North America's fourth-biggest volume of intercontinental air travellers," he continued. "The bookings we have received to date are exceeding our expectations. And I'm convinced that our new service will be a success."

"This is the fulfilment of a long-held desire," added SWISS Chairman of the Board Rolf P. Jetzer, who formally opened the new route at its Zurich departure gate. "We now fly to San Francisco, further substantially enhancing the attractiveness of our US network. And we are delighted all the more that our first Airbus A340 has been



equipped with its new Business Class in time for this first flight. I'm proud of the entire SWISS team whose work and dedication have made all this happen." From mid-2011, all SWISS long-haul destinations should be served with aircraft equipped with the new Business Class cabin.

The formal opening of the new Zurich-San Francisco route was also attended by Martin Naville, Chief Executive Officer of the Swiss-American Chamber of Commerce, and by Thomas Kern, CEO of airport operator Flughafen Zürich AG. The passengers aboard the fully-booked first flight also included Municipal Councillor Mark Richli, representing the City of Zurich, which has been a partner city of San Francisco since 2003.

San Francisco continues to gain in importance as a business and industry location. After New York and Los Angeles, the city and its surrounding Bay Area are the US's third-biggest market, and are home to numerous branch operations of major Swiss-based companies. Several large US corporations based in the Bay Area have also chosen Switzerland as the location of their European regional headquarters. San Francisco further offers such world-renowned sights as the Golden Gate Bridge and Fisherman's Wharf, and still retains its powerful appeal for individuals and free thinkers from all over the world.

The new SWISS schedules (daily except Tuesdays)

Zurich – San Francisco LX 38 13:15 – 16:30

San Francisco – Zurich LX 39 19:25 – 15:40+

+ the following day



About SWISS

Swiss International Air Lines (SWISS) serves 76 destinations in 40 countries all over the world from its Zurich hub and its further Swiss international airports of Geneva and Basel. SWISS is operating a 78-aircraft fleet. Switzerland's national airline embodies traditional Swiss values such as "personal service", "in-depth quality" and "typical Swiss hospitality" – we aim to make each and every customer feel at home on our flights.

In the UK & Ireland SWISS operates 33 daily flights from London Heathrow, London City, Birmingham International, Manchester and Dublin to Switzerland and, via its hubs, to the world. SWISS operates more flights daily between the UK and Switzerland than any other carrier and offers passengers the best ticket combinations – e.g. out on one of its many frequencies from London City and back to Heathrow either to Geneva or Zurich or vice versa. SWISS is a member of Europe's biggest Frequent Flyer Program, Miles&More, a member of Star Alliance and is one of the few carriers to operate an all-inclusive pricing model with no hidden costs. The carrier is furthermore the only carrier with a first class on all long haul flights.
www.swiss.com

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