



Media release

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SWISS wins new Business Traveller Award for “Best Business Class to North and South America”

Swiss International Air Lines (SWISS) earned a further distinction in this year’s Business Traveller Awards: first place in the newly-inaugurated category of “Best Business Class to North and South America”. The readers of Germany’s reputed Business Traveller magazine also voted SWISS “Best Airline for Europe”, the fourth time in succession that the carrier has gained this distinction. SWISS also took the top honours in a further award category, for “Best Direct and Connecting Flights to North and South America”.

Jochen Leibfritz, SWISS’s Sales Manager for Germany, collected the honours in Frankfurt today on behalf of the entire company. “These distinctions are a wonderful acknowledgement of our entire SWISS team,” he said. “We all work together day in, day out to offer our customers the highest possible quality. As Switzerland’s national airline, we attach immense value to our hospitality and our service-minded approach. Because when they board a SWISS flight, we want our customers to feel truly at home.”

SWISS was particularly honoured to receive the first-ever Business Traveller Award for the “Best Business Class to North and South America”, as Markus Binkert, Managing Director and Head of Product & Services, explained. “We are delighted to see that the new Business Class which we have been introducing onto our long-haul fleet since last year is proving so popular with travellers,” he said. “This award confirms to us once again that our innovative new cabin product is truly meeting the needs of our premium customers.”



The new SWISS long-haul Business Class features a unique seating configuration that provides genuinely spacious surrounds; and the seat itself boasts an innovative pneumatic air cushion whose softness can be quickly and flexibly tailored to individual needs. The new Business Class is being gradually installed aboard the SWISS long-haul fleet in a programme that started in spring 2009.

Photos of the new SWISS Business Class are available on:

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Photos of the award ceremony are available on request.