

Our sign is a promise.



Swiss International Air Lines (SWISS) today announced the launch of its new route from London City Airport to Basel. The route, which will operate on a two times daily frequency from 21<sup>st</sup> May 2012, will give business and leisure travellers a convenient way to travel between the business hubs of London and Basel. The flights will be operated on SWISS' own ARJ 100 aircraft.

Commenting on the new addition to the SWISS network, Felix Rodel, Country Manager UK & Ireland, said: *"Swiss International Air Lines' first priority is to serve our passengers needs. This also means that we are adapting our schedules according to passengers demand. The new route will ensure even faster travel between the two cities due to the close proximity of both airports to city centres and business districts."*

The launch of the new route means that from 21<sup>st</sup> May, SWISS will be offering yet another passage to Switzerland from London City Airport (the airline already flies to Zurich 7 times daily and Geneva 4 times daily), giving the airline's business and leisure passengers the most varied choice of flights to and from Switzerland.

Richard Gooding OBE, Chief Executive Officer London City Airport (LCY), welcomed the launch of the new route. *"This new addition to the SWISS network provides passengers travelling out of LCY to and from Switzerland an unrivalled frequency and choice of flights. Combined with the ease of access to - and the speed of transit through the airport, this is a genuinely compelling proposition for travellers to and from both destinations."*

SWISS operates more flights daily between the UK and Switzerland than any other carrier and offers passengers the best ticket combinations. SWISS' UK routes will total 36 daily flights from London Heathrow, London City, Birmingham International, Manchester and Dublin to Switzerland and via its hub in Zurich to the world.

Switzerland's national airline embodies traditional Swiss values such as personal service, attention to detail and typical Swiss hospitality. "We aim to make each and every customer feel at home on our flights", says Rodel.

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.

Swiss International Air Lines is the airline of Switzerland, with a fleet of 89 aircraft and a workforce of around 7,500 employees. SWISS performs over 400 flights every day, transporting some 15 million passengers a year to 72 destinations in 38 countries. As Switzerland's national airline, SWISS stands for its home country's traditional values. SWISS is a member of the Lufthansa Group and of Star Alliance, the world's biggest multi-airline network.

**Swiss International Air Lines Ltd.**

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