



Media release

Heathrow Airport, 23 June 2010

Swiss International Air Lines (SWISS) is today pleased to announce its ranking as **No.1 in the *Which? Airline Satisfaction Survey, 2010***. 18 carriers were surveyed by the independent consumer magazine, which ranked SWISS top in terms of customer satisfaction. Over 5,700 *Which?* members took part in the online survey about their most recent short – haul flight.

The results swung in SWISS' favour: The airline achieved a four star rating (the highest available) on the quality of cabin staff, cleanliness, seating arrangements, cabin baggage allowance, checked bags allowance and value for money. Categories included the below factors:

- **Cabin staff:** Efficiency and politeness
- **Cleanliness:** Aircraft interior and toilets
- **Seating arrangements:** Allocation and boarding
- **Customer score:** Overall satisfaction and likelihood to recommend

Gregor Koncilija, UK and Ireland Country Manager, said, "We are proud to have been chosen by our customers as the number one airline. The results of the survey are proof of SWISS' hospitality and commitment to making our customers feel at home in the sky. We are constantly working to maintain high customer satisfaction by enhancing our products and building new services and routes. This year for instance we started flying six times daily from London Heathrow – Geneva and we now also offer a new long – haul route from Zurich to San Francisco."

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About SWISS

Swiss International Air Lines (SWISS) serves 73 destinations in 39 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/uk.