



SWISS opens new San Francisco gateway with groovy-designed aircraft

SWISS opened its new San Francisco gateway June 2 with the arrival of a newly designed Airbus 340 marking the start of new non-stop service between San Francisco International Airport and Zurich, Switzerland.

The new service will operate six times a week offering Bay Area passengers the opportunity to enjoy pure Swiss hospitality and feel right at home when flying to Switzerland and beyond to any of its 73 worldwide destinations. The newly designed Airbus 340 sports a colorful flower power design with striking "San Francisco" lettering as a tribute to the West Coast city's famed past. Prior to the inaugural flight, a team of eight individuals at Zurich Airport spent three days applying the new color scheme. The final design is the result of a contest held in Switzerland.

The aircraft is complete with SWISS First and SWISS Business cabins (premium cabins offer generous space and innovative air cushions that can be individually adjusted to meet personal needs) plus a comfortable SWISS economy experience.

Schedule is:

San Francisco-Zurich (SFO-ZRH)	LX 39	dep. 7:25 p.m.	arr 3:40 p.m. +
Zurich-San Francisco (ZRH-SFO)	LX 38	dep. 1:15 p.m.	arr 4:30 p.m.

+ following day
No operation on Tuesdays

Consistent customer focus and contentious efficiency gains make SWISS one of the few air carriers able to further expand its network in 2010. As a result, the new San Francisco-Zurich service brings one of North America's most important business and leisure destinations into the SWISS network; and with San Francisco growing steadily in importance for Swiss-based companies, the new service will further enhance Switzerland's appeal as a business location.

"We are most pleased about this west coast addition to our network, linking two vital business and leisure destinations," said SWISS CEO Harry Hohmeister. "We wish to thank our partners, colleagues and employees and look forward to serving the San Francisco community with professional and efficient Swiss hospitality and outstanding air service."

San Francisco is the eighth gateway served by SWISS in North America. Others include Boston, Chicago, Los Angeles, Miami, New York, Newark, and Montreal. For more information about SWISS, click onto www.swiss.com, call 1-877-FLY SWISS or contact your local travel agent.