



Media release



## **SAS and Etihad Airways Announce Codeshare Plans**

- Enhanced options for air travellers flying between Scandinavia and the UAE
- Agreement deepens Etihad Airways' partnerships with European carriers
- Agreement expands SAS partnerships with Middle Eastern carriers
- Frequent Flyer agreement to benefit airlines' programs and their members

SAS, Scandinavia's leading airline, and Etihad Airways, the national airline of the United Arab Emirates, are set to begin codeshare operations and provide customers with enhanced travel options between Scandinavia and the UAE.

The agreement, which is subject to regulatory approval, will strengthen both carriers by enabling them to offer greater connectivity to and from a number of key European cities. SAS is Etihad Airways' 47<sup>th</sup> airline partnership globally and its 22<sup>nd</sup> in Europe. For SAS, Etihad is the 23<sup>rd</sup> codeshare partner and the third with strong presence in the Middle East.

Both airlines will also develop and sign a Frequent Flyer agreement, which will benefit the members of Etihad Airways' Etihad Guest and SAS' EuroBonus loyalty programs.

Kevin Knight, Etihad Airways' Chief Strategy Officer, said: "This codeshare agreement with SAS will improve flight connections to Stockholm, Oslo and Copenhagen, as well as a number of important secondary cities across Scandinavia, greatly enhancing travel options and connections for air travellers and deepening our ties with Europe and European carriers."

"Partnerships like this one with SAS are central to Etihad Airways' strategy and we look forward to placing the SK code on our flights to and from Abu Dhabi, and welcoming their passengers aboard our aircraft."

The deal will see SAS place its SK code on Etihad Airways' flights between Abu Dhabi and Brussels, Düsseldorf, Frankfurt, Rome, Milan, Zurich, Geneva and London Heathrow.



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In turn, Etihad Airways will place its EY code on SAS-operated flights from these European destinations, excluding Brussels, onto SAS' hubs in Copenhagen, Oslo, and Stockholm.

The EY code will also be placed on flights beyond Copenhagen to Billund and Ålesund; beyond Oslo to Ålesund, Kristiansand, Trondheim, and Stavanger; and beyond Stockholm to Umeå, Sundsvall, and Östersund.

Eivind Roald, SAS' Executive Vice President & Chief Commercial Officer said: "We are very pleased to announce this new codeshare cooperation with Etihad Airways and look forward to increase traffic between Scandinavia and the Middle East."

"Tourism and trade between our regions have increased over the years, and we are happy offer the benefits of both SAS and Etihad Airways to our travellers. From seven of SAS' main European airports we can offer a high quality product with Etihad Airways to and from Abu Dhabi in the United Arab Emirates."

"We also look forward to welcoming passengers from Etihad Airways onboard giving them the true and appreciated SAS experience delivered the Scandinavian way where we focus on making life easier for frequent travellers."

**Notes:** The on-sale date for the codeshare is Monday 8 December 2014 and the first travel date is Monday 19 January 2015.

- Ends -

### About SAS

Scandinavian Airlines carries more than 28 million passengers annually and is Scandinavia's leading airline with close to 1000 daily flights to 127 destinations in 36 countries in Scandinavia, Europe, the U.S. and Asia. SAS is a member of Star Alliance™ and can together with 26 partners offer more than 18,500 daily flights to 1,316 destinations around the world in over 193 countries. For more information, visit [www.flysas.com](http://www.flysas.com)



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### **About Etihad Airways**

Etihad Airways began operations in 2003, and in 2013 carried 11.5 million passengers. From its Abu Dhabi base Etihad Airways flies to 111 existing or announced passenger and cargo destinations in the Middle East, Africa, Europe, Asia, Australia and the Americas. The airline has a fleet of 105 Airbus and Boeing aircraft, and more than 200 aircraft on firm order, including 71 Boeing 787s, 25 Boeing 777-X, 62 Airbus A350s and 10 Airbus A380s. Etihad Airways holds equity investments in airberlin, Air Seychelles, Virgin Australia, Aer Lingus, Air Serbia and Jet Airways, and is in the process of formalising equity investments in Alitalia and Swiss-based Etihad Regional\*. For more information, please visit: [www.etihad.com](http://www.etihad.com)

\*Operated by Darwin Airline