



ETIHAD AIRWAYS LAUNCHES INNOVATIVE MOBILE APP TO REIMAGINE THE TRAVEL EXPERIENCE FOR GUESTS

Etihad Airways, the national airline of the UAE, has launched a mobile application for the iPhone that enables guests to organise and manage their journey with even greater ease as the airline continues to adopt innovative technology to reimagine the flying experience.

Etihad Airways guests will enjoy 10 per cent off flights, and Etihad Guest members will receive 250 bonus miles for every booking made through the mobile app before 30 May 2016. Those who attend the Etihad Airways stand (ME 2310) at the Arabian Travel Market in Dubai from 25-28 April 2016 will be able to trial the app's considerable features and functionality.

The Etihad Airways mobile app is simple and enjoyable to use, providing comprehensive trip management capabilities by taking full advantage of the latest innovations in mobile technology. Guests can organise their journey on the app including booking tickets, checking-in and viewing the status of their flight. The airline also partnered with Abu Dhabi Airports Company, enabling guests to navigate their way around Abu Dhabi International Airport using indoor maps - a first in the Middle East. The mobile app also incorporates high resolution enhanced seat maps, giving passengers a detailed layout of the cabin and their chosen seat.

Peter Baumgartner, Etihad Airways' Chief Commercial Officer said: "Etihad Airways is dedicated to delivering excellence in every single guest interaction, be it face to face or on digital channels. We strive to provide innovative solutions that ensure our guests enjoy a seamless world-class service. We are confident that our guests will be delighted with the speed of the app, its ease of use and its considerable functionality. Regular travellers will also appreciate the ability to organise their journey on the go - all on the mobile app."



The Etihad Airways' app allows passengers to check in for their flight by using their mobile phone to simply scan their passport page. Guests can also pay for their tickets by scanning their credit card, eliminating the need to enter passenger details and payment information manually.

The simple booking process allows guests to compare multiple fare choices and upgrade options. In the 'My Trips' section guests can view all their past and upcoming trips, which are automatically linked to their Etihad Guest reward programme account. Boarding passes can be viewed from the app or downloaded directly to iOS Wallet.

The app offers a 'countdown to take off' feature to ensure guests arrive at the departure gate in plenty of time. Live flight status updates provide real time flight information enabling passengers' family and friends to track their flight.

The mobile app is one of many innovative solutions being developed across Etihad Airways as part of its Digital Guest Innovation strategy. This technology strategy ensures that Etihad Airways and its equity partner airlines embed world-class technologies to deliver a range of services and products that enhance the guest experience and ensure passengers' air travel expectations are met.

Robert Webb, Etihad Aviation Group's Chief Information Technology Officer said: "The mobile app marks a great step forward in our Digital Guest Innovation strategy. Through technology, we're creating more personalised and tailored digital services and products to benefit our guests. This is just the beginning as we continue to empower our guests with greater control and flexibility over the entire booking and travel experience including how they choose to interact with our airline."

The new Etihad Airways iPhone app is available now to download via the App Store.

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About Etihad Airways

Etihad Airways began operations in 2003, and in 2015 carried 17.4 million passengers. From its Abu Dhabi base, Etihad Airways flies to or has announced plans to serve 116 passenger and cargo destinations in the Middle East, Africa, Europe, Asia, Australia and the Americas. The airline has a fleet of 120 Airbus and Boeing aircraft, with 204 aircraft on firm order, including 71 Boeing 787s, 25 Boeing 777Xs, 62 Airbus A350s and 10 Airbus A380s.

Etihad Airways holds equity investments in airberlin, Air Serbia, Air Seychelles, Alitalia, Jet Airways, Virgin Australia and Swiss-based Darwin Airline, trading as Etihad Regional. Etihad Airways, along with airberlin, Air Serbia, Air Seychelles, Alitalia, Etihad Regional, Jet Airways and NIKI, also participate in Etihad Airways Partners, a brand that brings together partner airlines to offer customers more choice through improved networks and schedules and enhanced frequent flyer benefits. For more information, please visit: www.etihad.com.