

ETIHAD AIRWAYS LAUNCHES NEW 'FARE CHOICES'

- **New fare concept offers guests fair and transparent fare choices**
- **Guests can tailor their journey to their needs**
- **Baggage allowance changes from a weight to a piece concept in most markets**
- **Further benefits for Etihad Guest members**

Etihad Airways, the national airline of the United Arab Emirates, will implement a new fare structure from 14 September 2015 to provide more choice and clarity when booking flights.

A total of eight new 'Fare Choices' will be introduced, allowing travellers to tailor their bookings to their individual needs. The 'Fare Choices' are transparent and differ in baggage allowance, flexibility and included benefits that otherwise need to be purchased separately. Additionally, an adapted baggage policy will provide guests with a more standardised baggage allowance structure across the Etihad Airways Partner network, while also reducing the price for excess baggage charges on most routes.

All bookings ticketed from 14 September 2015 will be split into distinct fare choices. The structure for Economy Class includes Economy Breaking Deals, Economy Saver, Economy Value and Economy Freedom. Business Class includes Business Breaking Deals, Business Saver and Business Freedom, while in First Class there will only be one fare family – Freedom.

Peter Baumgartner, Chief Commercial Officer of Etihad Airways, said: "Ultimately, this is about providing choice. In most industries there is a move towards allowing customers to tailor and customise their experience, and ours is no different. When it comes to booking a flight, not everyone's needs are the same. Some guests want to travel light and on a budget, whilst others want to be able to make last-minute travel decisions, carry extra baggage or earn more miles. For example, if a guest wants more flexibility, more luggage, and priority check in, they can select our Economy Freedom Fare Choice."

A new baggage policy has also been announced to more flexibly respond to individual customer needs and to better align Etihad Airways with other Etihad Airways Partner airlines.

Media release



As part of the policy change, the cost of excess baggage will be dramatically cut on the majority of fares. On some routes the cost of buying an additional 23kg piece of baggage will be reduced by up to 90 per cent, with a further reduction of up to 30 per cent if pre-purchased directly with Etihad Airways up to 24 hours before travel. The new baggage policy will also come into effect for bookings on or after 14 September.

The new flexible fare structure will be available through all of Etihad Airways' booking channels, including its website (etihad.com), retail outlets and global contact centre, as well as travel agencies.

More information on Etihad Airways' new 'Fare Choices' and baggage policy is available on www.etihad.com/farechoices.

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About Etihad Airways

Etihad Airways began operations in 2003, and in 2014 carried 14.8 million passengers. From its Abu Dhabi base, Etihad Airways flies to or has announced plans to serve 111 passenger and cargo destinations in the Middle East, Africa, Europe, Asia, Australia and the Americas. The airline has a fleet of 117 Airbus and Boeing aircraft, and more than 200 aircraft on firm order, including 66 Boeing 787s, 25 Boeing 777-X, 62 Airbus A350s and six Airbus A380s.

Etihad Airways holds equity investments in airberlin, Air Serbia, Air Seychelles, Aer Lingus, 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 new brand that brings together like-minded airlines to offer customers more choice through improved networks and schedules and enhanced frequent flyer benefits. For more information, please visit: www.etihad.com