

ETIHAD AIRWAYS PARTNERS UNVEILED

- Enhanced network and frequent flyer benefits giving consumers more choice
- Common focus on service and quality
- Partnership opportunities for all airlines

Etihad Airways today unveiled Etihad Airways Partners, a new brand which brings together like-minded airlines to offer customers more choice through improved networks and schedules and enhanced frequent flyer benefits.

Initially, six airlines will participate in the new partnership - airberlin, Air Serbia, Air Seychelles, India's Jet Airways, Darwin Airline, and Etihad Airways.

However, any airline can become an Etihad Airways Partner even if it is part of an existing alliance, such as airberlin, which is a member of oneworld.

The key emphasis for Etihad Airways Partners is a strong commercial partnership and shared values.

James Hogan, President and Chief Executive Officer of Etihad Airways, said "We are broadening our business model to articulate and define a partner proposition for like-minded airlines which will result in synergies and efficiencies for participating airlines on the one side, and enhanced network choice, service and frequent flyer benefits for the consumer on the other.

"The Etihad Airways Partners logo is a seal of excellence and global cooperation. It will be displayed on aircraft and on branded materials by a group of airlines working together to connect travellers around the world, and increasingly to harmonise standards in the air and on the ground."

Mr Hogan said Etihad Airways Partners differed from legacy airline alliances by offering benefits well beyond pure commercial cooperation.

Media release



“The potential for network alignment to maximise flight connectivity for passengers, together with a shared passion for superior service, are central to the ethos of the Etihad Airways Partner concept,” he said.

“Frequent flyers will benefit from the formation of Etihad Airways Partners as it will remove the complexity and confusion that exists within the global alliances.

“We’re aiming to deliver a consistent experience for frequent flyers when they travel, as well as a consistent framework for earning and using their miles.”

This will include standardised mileage and tier benefits across all partners, no blackout periods and priority services.

Etihad Airways Partners will also have access to economies of scale and operational synergies such as centres of excellence, shared sales teams in certain destinations, joint procurement of services and supplies, and shared pilot and cabin crew training at the Etihad Airways facilities in Abu Dhabi.

Photo caption: (Left to right): Maurizio Merlo, CEO Darwin Airline; Wolfgang Prock-Schauer, CEO airberlin; James Hogan, President and CEO Etihad Airways; Cramer Ball, CEO Jet Airways; Dane Kondić, CEO Air Serbia, Manoj Papa, CEO Air Seychelles; celebrate the launch of Etihad Airways Partners.

- Ends -

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 110 existing or announced passenger and cargo destinations in the Middle East, Africa, Europe, Asia, Australia and the Americas. The airline has a fleet of 104 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

Media release



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.

*Operated by Darwin Airline