Economy and Premium Economy, Air France’s move upmarket for each and every passenger

September 2013
Comfort, attention to detail and pleasure; three convictions, three priorities underpinning Air France’s commercial strategy and its “Best & Beyond” upmarket positioning. With a single objective: offer the best product on the market and make a difference with the service offered.

As part of the first phase in the Company’s move upmarket for all its customers, Air France is unveiling its new offer in Economy and Premium Economy cabin classes. The new Business and La Première offers will follow in 2014. The first flight equipped with the new Air France cabins will operate in summer 2014.

In Economy class, there is a new fully-revised seat, with more legroom, a new seat cushion, more comfortable headrests and a wider tray table. The seat has been ergonomically-redesigned to guarantee optimum comfort. The seat also features new functionalities including an electric socket, headphones holder, etc.

In Premium Economy, more comfortable seat cushions and a multi-position footrest further enhance this cabin class launched in 2009, and praised by our customers.

As for entertainment, choosing a programme has never been as quick and easy. Wide touch screens with High Definition images are now available, offering over 1,000 hours of music, movies, TV series and many other programmes available on demand.

The meal service has also been upgraded, with a second hot dish and new gourmet offer (candies, ice-cream) to make the trip even more pleasant and enjoyable.

Available on board since 1 September 2013, this new dining offer is presented in eco-designed tableware designed by the Catalan designer Eugeni Quitllet.

Families and particularly children are at the heart of Air France’s attentions. Organic produce adapted to the tastes of infants and young children, new tableware and a selection of new games (plane-shaped cutlery, pilot’s badge, colourings) ensure they enjoy the flight in a fun way.

When deciding on this new offer, Air France worked in close collaboration with more than 3,500 customers and flight attendants.

As from summer 2014, Air France will gradually equip 44 Boeing 777 in its long-haul fleet with these new seats and inflight entertainment systems. In January 2014, the Company will unveil its future Business offer. In April 2014, the entire “Best & Beyond” project will be unveiled around the new La Première cabin.

«Best & Beyond is an emblematic Transform 2015 project, representing an investment of over 500 million euros in new products offered by the Company. Its ambition is to be at the very best level in terms of products and make a difference with optimum attentive customer service.» stated Bruno Matheu, Chief Officer – LH Passenger Activity Air France.

«To support this move upmarket, a new more simpler and more reactive commercial organization was set up in July 2013. These new products and services will constitute major competitive assets in our commercial strategy» added Patrick Alexandre, EVP Commercial, Sales and Marketing Air France-KLM.
The Company’s ambition is to ensure each of its customers travels in optimum comfort.

This new long-haul Economy seat constitutes concrete proof of Air France’s move upmarket for all.
Air France is launching its move upmarket by unveiling its new Economy seat. Shortly to be installed on board its long-haul aircraft, the seat offers additional space and new functionalities. The Company’s ambition is to ensure each of its customers travels in optimum comfort.

In designing this seat, Air France consulted ergonomists and customers in order to offer a product in line with their expectations.

With this first major change in ten years, this new long-haul Economy seat constitutes concrete proof of Air France’s move upmarket for all.

**Air France’s new long-haul Economy seat in figures**

Close to 10,000 seats installed on 44 long-haul aircraft between June 2014 and July 2016.
Wide soft headrests, which can be raised with movable wings.

The Premium Economy seat offers 40% more space than Economy.
This new seat of contemporary design offers more legroom thanks to its ergonomic design. For greater comfort, Air France has worked on improving the seat pan and seatback and designed new seat cushions. Wide soft headrests, which can be raised with movable wings, can be adjusted to suit individual tastes. The seat armrests are fully retractable and blend into the seatback, facilitating customers’ access and ensuring greater comfort, notably for parents travelling with their children.

The personal tray table has been enlarged, offering passengers the possibility to dine or work in greater comfort. Once the tray table has been folded away, a cup holder is a useful additional feature on the seat. Above the latest-generation individual screen, a headphones holder is a practical space organizer. To complete this new layout, a large pouch with two additional storage compartments can be used to stow books and magazines in a practical manner.

Electric sockets are available for recharging customers’ personal devices such as their laptop or tablet PC: two sockets are now installed on each row of three seats* in addition to the USB port which allows customers to easily recharge their mobile phone.

As soon as they arrive on board, customers enter a light-filled, sober and elegant cabin. Each seat discretely features delicate red overstitching symbolic of the Company’s colours. New cushions in an original design underscore the cabin’s colour scheme and add a contemporary touch. These cushions are randomly placed on all the seats and are conducive to relaxation and well-being. A fleece blanket, headphones, refreshing towelette and eye-mask also contribute to the customers’ well-being.

* Except for the first row in the cabin, where an electric socket is installed for each seat.

Premium Economy, additional comfort and services

Since 2009, the Premium Economy cabin has been offering customers a new more comfortable way of travelling for business or pleasure at affordable prices, in a separate cabin. The seat offers 40% more space than Economy class and has won over close to 2.5 million customers since its launch.

Air France continues to improve its comfort by offering new softer seat cushions, a new HD screen and a multi-position foot rest to suit passengers’ different needs.

Close to 1,100 seats modified and installed on 44 long-haul aircraft between June 2014 and July 2016.
In Economy and Premium Economy, each customer has their own touch screen offering high definition images.
Choosing one’s entertainment programme has never been easier and more intuitive

In Economy and Premium Economy, each customer has their own touch screen offering high definition images.

The latest generation screen is significantly larger: 12 inches (30.5 cm) in Premium Economy versus 10 inches previously, 9 inches (22.9 cm) in Economy – versus 6 to 8 previously. It offers an exclusive in-flight browsing experience, similar to browsing a tablet. With a brand new graphic interface, choosing a programme has never been easier or more intuitive. The browsing interface is available in twelve languages including Chinese and Arabic.

This new equipment will be available as from summer 2014 on the 44 progressively equipped aircraft.

Cinema, games, music, TV series and many other programmes make the trip a genuine moment of pleasure. With over 1,000 hours of programmes available on demand, the contents of this new in-flight entertainment system have been significantly enhanced. Customers notably benefit from a “World movie” selection (movies in their original language version such as Chinese, Japanese, Korean, Indian, etc.). Each month, the Company renews its entertainment offer, and pays particular attention to its young passengers, who benefit from a wide selection specially designed for them.

Below each screen, a USB port allows passengers to recharge a mobile phone. It can also be used to look at photos, listen to personal music or even read pdf documents.

Since this autumn, Air France passengers have been able to enjoy their film as well as the entire in-flight entertainment offer as soon as they board to when they arrive at their destination. This way, customers on average benefit from an additional hour of entertainment, independently of the take-off, landing and taxiing phases.
Since 1st September 2013, Air France has been offering a new dining service* in Economy and Premium Economy: meals adapted to each customer and newly-designed tableware, amongst other features, contributes to a privileged travel experience.

On the basis of numerous test flights, these meal trays and components have been tested on some 2,500 customers and close to 1,000 flight attendants. All contributed to finalizing this product which currently aims to meet their expectations.

On long-haul flights, Air France’s meal service combines quality, balanced and original dishes. During the aperitif, Champagne, wine, fruit juice and many other beverages (alcoholic or not) are available for passengers, accompanied by savoury biscuits.

A choice of two hot dishes is offered. Customers can try a number of gourmet creations that vary from one month to the next and the destinations served by the Company. In September 2013, chicken fricassée, cheese raviolis or sautéed Sechuan-style pork are just some of the many samples of world cuisine designed to tempt travellers.

This main dish is accompanied by a “cool box” in the Air France colours containing fruit, cheese and butter, an elegant addition to the meal tray. A starter, dessert and an offer of bread round off this complete meal. At the end of the meal, coffee, tea and liqueurs are served by the cabin crew.

Passengers following a special diet can order a special meal at the time of booking, be it a vegetarian meal, salt-free or allergen-free, etc.

A second hot meal is now available on flights lasting longer than 8 and a half hours. This month, a vegetable wrap or pizza is offered depending on the destination. On flights lasting more than 10 and a half hours, ice cream is also available for all customers, proving a new gourmet experience during the flight.

* on practically all long-haul flights except for flights to Bangkok, Cancun, Montreal, Caribbean and the Indian Ocean.
Offered at the end of the meal, this gourmet cone constitutes a unique souvenir of a trip in Premium Economy.

In Premium Economy, an elegant and refined table service.
Eugeni Quitllet has designed new range of aesthetic tableware for Air France. A student of Philippe Starck, the Catalan designer has designed a contemporary range where the tableware on the meal tray contains touches of red, illustrating the colours of the Company.

In Premium Economy, the glass, cutlery and fabric napkin (a mixture of fabric and paper) provide an elegant and refined table service.

In the Premium Economy cabin, Eugeni Quitllet has designed a cone, with the Air France logo, containing candies and an oshibori. Offered at the end of the meal, it constitutes a unique souvenir of the flight which you can take home!

Eugeni Quitllet is a Catalan designer, born in April 1972 in Ibiza. After studying design at the Art School in Ibiza, he met Philippe Starck and began working with him for various brands such as French manufacturer IPI, with whom Eugeni teamed up to create the new Air France tableware.

Air France is committed to eco-design to better control the impact of its products and services on the environment. This approach, currently being developed on the entirely eco-designed tableware and the tray, has reduced the weight of the materials and associated CO₂ emissions by one third.

More broadly speaking, the environmental impacts have been reduced over the meal tray’s entire life cycle, from manufacture up to its destruction. For the 14 million meal trays served on board each year, Air France has reduced its CO₂ emissions by 2,742 tonnes, equivalent to 2,565 return flights from Paris to New York (calculated per customer).
The move upmarket also focuses on the quality of customer relations. From check-in up to the end of the trip, including all services provided, everything is done to ensure that every passenger enjoys a privileged moment on board Air France. The Company has elected to rely on the talent of its employees through five service attitudes. A total of 19,000 employees will be trained in 2013. Tomorrow it will be the entire company.

These five attitudes are:
- Make others feel unique,
- Value,
- Show you care,
- Make details count,
- Take initiative.
Children are at the heart of Air France’s preoccupations. Mealtimes are an opportunity for the Company to spoil them with new products specifically designed for them.

- “Plane-shaped cutlery, colourful tableware and organic produce”

For children, Eugeni Quitllet has created modern and colourful tableware. The carefully organized meal tray includes fun plane-shaped cutlery and a «cool box» containing jam, a chocolate bar, butter and orange juice. On the menu, Air France offers up to three organic products (with French and European certification) designed to appeal to babies and young children.

The smallest passengers are always served before others in the cabin. In this way, their parents can then enjoy their meal in peace afterwards.

- “Teddy bears, bracelets and colouring books to entertain our youngest passengers”

To entertain children, there are new games kits containing colouring books, bracelets, a pilot’s badge etc, specially designed for our youngest passengers. Other games are also available for 5 to 8 year-olds and 9 to 12 year-olds (postcards, passport cases etc.). These are all regularly renewed for the delight of young travellers. For babies and toddlers, Air France offers their parents bibs and teddy bears during the flight.

To accompany these products and services, all Air France staff, on board and at the airport, are trained by the Company in the needs and expectations of children. They all pay constant and special attention to every little traveller to ensure they enjoy their flight in a fun and relaxing way.

Organic meals and games for children

Children on Air France flights

- 2.7 million children carried every year
- 365,000 children travel alone on Air France flights
- 490,000 infants travel on Air France every year
• 500 million euros investment including 130 million euros in a new in-flight entertainment system.

• Close to 10,000 Economy seats to be installed on 44 long-haul aircraft between June 2014 and July 2016 (25 Boeing 777-200 and 19 Boeing 777-300).

• More than 1,110 Premium Economy seats to be modified and installed on 44 long-haul aircraft between June 2014 and July 2016.

• More legroom and up to one inch (2.5 cm) more room at knee level.

• A 9-inch screen (22.9 cm) in Economy.

• A 12-inch screen (30.5 cm) in Premium Economy.

• 14 million meal trays served every year (Economy and Premium Economy).

• When deciding on this new offer, Air France worked in close collaboration with more than 3,500 customers and flight attendants.

• The Air France long-haul network:
  . 405 destinations worldwide thanks to strategic partnerships,
  . Close to 80 destinations served in 52 countries,
  . Close to 15 million customers carried on long-haul routes,
  . 2/3 of revenue of Air France’s passenger operations,
  . 19,300 staff members.