

THE BUSINESS TRAVELLER

EMPHASIS ON THE PREMIUM

The premium service begins at the airport where you can avoid the queues by heading straight to the dedicated Premium Economy Check In, if you haven't already checked in online. And you can look forward to priority boarding when you get to the plane, too.

Premium space

Our newly enhanced dedicated Premium Economy cabin has been designed to give you plenty of personal space; a place where you can relax, stretch out and unwind during your flight with a seat pitch of 38 inches.

The new Premium Economy seat is the biggest seat in its class. It has an increased seat width

of 21 inches (equivalent to seats in other airlines' business class) making it around three inches wider than other airlines' Premium Economy seats.

Two degrees of recline have also been added, to give a total of 16 degrees. All this is in addition to the extra seven inches of legroom you can already enjoy in Premium Economy.*



Premium comfort

Covered in sumptuous purple leather, the new Premium Economy seat is more comfortable than ever. It boasts advanced ergonomics with lumbar support, an adjustable headrest with wings and a dual position footrest all to help you relax and enjoy your flight. Combine this with laptop power† and a redesigned table and the new Premium Economy seat is the perfect space in which to work or relax.*



Premium dining

As soon as you're comfortable in your seat, you'll be offered a preflight drink before you choose one of three tempting meals from a delicious menu. Your choice will be served on china dinnerware with accompanying stainless steel cutlery. To finish, an after dinner liqueur will be delivered to your seat and, later in the flight, you'll be offered a selection of fruit from the fruit bowl.**



Premium entertainment

Unwind in front of your personal seatback TV offering entertainment, from the latest blockbuster movies to the hottest TV shows and up to 14 audio channels ranging from pop to classical. We're also rolling out video on demand across the fleet, which allows you to pause, rewind and fast forward the action.

Premium service

The Premium Economy cabin has its own devoted cabin crew to look after your every need and to guarantee prompt and attentive service.**

Finally, on landing, Premium Economy passengers also get priority baggage reclaim.



* The new seat is already available on selected flights and is rolling out across the fleet.

† Available on Heathrow routes.

** Rolling out across our fleet from December 2006.