



## Finnair is first oneworld member in Europe to decorate aircraft with special alliance livery

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Finnair has become the first oneworld® member airline in Europe to decorate one of its aircraft with a special livery - to mark the tenth anniversary of its election on board the world's leading quality alliance and the airline's 85<sup>th</sup> birthday.

The design now adorns the newest of its flagship Airbus A340s, which flies across the airline's longhaul routes, in particular its growing Asian network. Aircraft OH-LQE is the fourth A340 to join Finnair's fleet as part of the airline's longhaul fleet renewal which will see it operating a unified Airbus A340 and A330 fleet by early 2010 on its routes to Asia and the USA.



The special livery also now features on one of the airline's 11 Airbus A319s - registration OH-LVF - flying from August on its Finnish domestic and European routes.

**Note to editors:** Print quality pictures of the A340 in its new livery can be downloaded from [www.finnair.com/gallery](http://www.finnair.com/gallery) or [www.oneworld.com/ow/news-and-information/gallery/list?categoryID=5&subCategoryID=19](http://www.oneworld.com/ow/news-and-information/gallery/list?categoryID=5&subCategoryID=19)

The design is similar to that used by partner LAN Argentina on one of its A320s since April, with fuselage emblazoned with the word "oneworld" in letters of up to around two metres high alongside the tailfin designs of all ten members of the alliance.

Japan Airlines became the first oneworld member to decorate its aircraft in a special alliance livery, adorned on two Boeing 777s to mark its addition to the grouping in 2007.

oneworld Managing Partner John McCulloch, in Helsinki today for the unveiling of the aircraft in the special livery, said: "oneworld is proud and delighted to have Finnair on board the world's leading quality airline alliance as our Nordic member.

"Finnair has contributed a huge amount to oneworld since its election on board ten years ago - and it is tremendous to see its enthusiasm for the alliance as strong as ever in becoming the first of our members in Europe to decorate aircraft in a special alliance livery."

Finnair Deputy CEO Henrik Arle said: "Decorating two of our aircraft in this special livery is our way of reflecting what an asset oneworld is to Finnair, and to our customers, shareholders and employees. Joining the alliance was one of the most significant developments for Finnair throughout our 85-year history.

"Working with our nine other high quality partners and 20 or so affiliates in oneworld, enables us to offer our customers the most attractive network worldwide, access to many more of the world's best lounges, and greatly extended frequent flyer privileges. For Finnair, oneworld provides us with revenues and costs savings we simply would not enjoy if we were not part of the alliance - benefits particularly welcome in these times of particularly severe financial challenges for our industry."

### About Finnair

In December 1998, Finnair was the first airline invited to join oneworld following the unveiling of the alliance by its founder members. Finnair started offering oneworld services and benefits in September 1999.

The sixth oldest airline in the world, it celebrates its 85<sup>th</sup> birthday this year, tracing its origins to forerunner Aero, which was established in 1923.

Today, it operates scheduled services to more than 60 destinations in approaching 30 countries. In recent years, it has refocused its longhaul operations on Asian routes - with its Helsinki hub ideally located geographically as a gateway between Asia and Europe. It now carries more traffic on these Asian services (measured in revenue passenger kilometres) than on its European network.

It boarded almost 7 million passengers in 2007, operates more than 250 departures a day and employs 9,500 people. It operates almost 60 aircraft.

Finnair is the one of the fastest airlines between Europe and Asia, flying to 11 destinations in Asia via Helsinki. Its destinations include Tokyo, Osaka and Nagoya in Japan; Beijing, Shanghai, Hong Kong and Guangzhou in China; Mumbai and Delhi in India; and Bangkok in Thailand.

#### About oneworld

**oneworld** brings together some of the best and biggest names in the airline business - American Airlines, British Airways, Cathay Pacific, Finnair, Iberia, Japan Airlines, LAN, Malév Hungarian Airlines, Qantas and Royal Jordanian, and around 20 affiliates including American Eagle, Dragonair, LAN Argentina, LAN Ecuador and LAN Peru. Mexicana and its affiliate Click Mexicana will join the alliance in 2009.

Between them, these airlines:

- Serve almost 700 airports in nearly 150 countries, with some 9,000 daily departures.
- Offer nearly 550 airport lounges for premium customers.
- Carry 320 million passengers a year.
- Employ more than 250,000 people.
- Operate almost 2,500 aircraft.
- Generate more than US\$100 billion annual revenues.

The alliance enables its members to offer their customers more services and benefits than any airline can provide on its own. These include a broader route network, opportunities to earn and redeem frequent flyer miles and points across the combined **oneworld** network and more airport lounges.

**oneworld** was voted the World's Leading Airline Alliance for the fifth year running in the latest (2007) World Travel Awards.

