

## **NEW CLUB WORLD UP AND FLYING TO NEW YORK**

British Airways customers can now enjoy the next-generation Club World on 96 services a week between London Heathrow and New York JFK, as the installation of the cabin gathers pace across the airline's long-haul fleet. Engineers are now re-fitting up to three Boeing 747s every month with the new larger beds in business class and improved in-flight entertainment systems across the plane.

Each Club World cabin on Boeing 747 services to JFK contains 70 luxurious beds that enable customers to work, sleep or relax in ultimate comfort.

Created with the help of leading designers, British Airways Club World is reminiscent of an exclusive London club, filled with quality fabrics and mellow personal lighting, which create an atmosphere of elegance and class.

Key features include:

- An even more comfortable, six-foot long, fully flat bed that is 25 per cent wider.
- A new 'z' bed position that extends to six-foot six-inches and allows the body to assume a position similar to that in zero gravity, ideal for watching movies.
- An enhanced in-flight entertainment system that allows customers to pause, stop, fast-forward or rewind up to 100 films and TV programmes, and play games on larger 10-inch digital screens.
- Electronically operated privacy screens using an innovative opaque material, Lumisty.
- A newly refreshed interior featuring new lighting and a softer colour palette of neutral warm greys, navy and blue to create a relaxing and stylish environment.
- Thicker pale taupe quilts, new linen and pillow fabrics in the traditional Osborne and Little damask design.
- A laptop locker where customers can stow electronic items, a small bag and shoes.
- Standard 110v US style in-seat power socket that only needs a UK/USA adaptor.
- An onboard Club Kitchen where customers can enjoy hot or cold snacks in between meals.

Robert Boyle, British Airways' commercial director, said: "British Airways set the industry standard in 2000 by launching the first ever flat bed for business customers, but we are constantly striving to innovate and improve.

Heathrow-JFK is a crucial business route and we are delighted to provide a virtual guarantee of our new product on this high-frequency route."

"Research has shown us that our business customers want a home away from home with all of the comfort, privacy and flexibility that one would expect from a plush 5\* hotel. We are absolutely thrilled with the new improvements and can't wait to welcome our business flyers onboard to enjoy the new Club World."

To date, 17 of the airline's 100 long-haul aircraft have been fitted with the new cabin. The installation programme is on track to be completed by the middle of next year.

The £100 million overhaul of Club World will be supported with a marketing campaign and is part of a wider investment programme in the airline's products and services. This programme includes enhancements to its First Class cabin and the introduction of an on demand in-flight entertainment system in every cabin across the long-haul fleet.