



# SAS EARNS EXCEPTIONAL FIVE-STAR RATING IN GLOBAL CUSTOMER RANKING

Scandinavian Airlines (SAS) is thrilled to announce its achievement of a five-star rating in the prestigious global APEX customer ranking at the 2023 APEX Awards. Travelers from around the world have spoken, affirming SAS's dedication to delivering outstanding passenger experiences across various categories, including overall flight experience, seat comfort, cabin service, and entertainment. Presented by the esteemed non-profit membership trade organization, the Airline Passenger Experience Association (APEX), this recognition underscores SAS's commitment to excellence in aviation.

SAS President & CEO, Anko van der Werff, expressed his profound pride and gratitude, saying, *"We are thrilled to achieve the highest rating in the global APEX customer ranking. This recognition is a testament to the tireless dedication of the SAS team in ensuring safe journeys, championing sustainability initiatives, and offering the highest service standards. This award is a heartfelt thank-you to all the dedicated individuals at SAS who have worked tirelessly in getting us on our wings again. It serves as a powerful motivator to continue being Scandinavia's preferred airline."*

Paul Verhagen, SAS newly appointed Chief Commercial Officer who attended the ceremony and received the award in Long Beach, says: *"I am both delighted and deeply honored by this outstanding five-star rating, and I wish to extend my heartfelt thanks to all our valued customers who have voted for us. Their trust and support mean the world to us at SAS, and this recognition is proof of our unwavering commitment to providing the ultimate travel experience. We will continue investing in cutting-edge technology, innovative services, and sustainable practices to further enhance our passengers' journeys with us."*

Only selected airlines worldwide achieve the APEX Five-Star Global Airline Award, and SAS proudly joins this elite group. The APEX Five Star Global Airline Award status was awarded at the 2023 APEX/IFSA Awards Ceremony in Long Beach, California, during [APEX/IFSA Global EXPO](#).

*"After an extensive series of audits and the monumental task of cross-referencing over 1 million votes covering nearly 600 airlines, it is with great pride that I announce SAS Airlines as a 2024 APEX Five Star airline," APEX CEO Dr. Joe Leader stated. "Their triumphant return to the best customer experience with keystone routes like Copenhagen to New York JFK, has not just been a comeback but a masterclass in delivering a breathtaking customer experience. From the ergonomics of their new seating to the innovation in their inflight entertainment, every touchpoint echoes excellence. SAS has not just revived themselves; they've reimagined the passenger experience of their airline. Heartfelt congratulations to the entire team at SAS for setting such a towering benchmark that has resonated so strongly in customer votes."*

The APEX Five Star Airline Award and Four Star Airline Award are based on neutral, third-party passenger feedback and insights gathered through APEX's partnership with Triplt® from Concur®, the world's highest-rated travel-organizing app. For the 2024 Awards, nearly one million flights were rated by passengers across more than 600 airlines from around the world using a five-star scale. The APEX Five Star Airline Award and Four Star Airline Award are independently certified by a professional external auditing company.

SAS remains committed to setting the benchmark for excellence in the aviation industry, providing passengers with extraordinary experiences, and contributing to the global aviation landscape as a top-tier airline.

**For more information, please contact:**  
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*SAS, Scandinavia's leading airline, with main hubs in Copenhagen, Oslo and Stockholm, flies to destinations in Europe, USA and Asia. Spurred by a Scandinavian heritage and sustainability values, SAS aims to be the driving force in sustainable aviation and in the transition toward net zero. We are continuously reducing our carbon emissions through using more sustainable aviation fuel,*

*investing in new fuel-efficient aircraft and technology innovation together with partners – thereby contributing towards the industry target of net zero CO2 emissions by 2050. In addition to flight ns, SAS offers ground handling services, technical maintenance and air cargo services. SAS is a founding member of the Star Alliance™, and together with its partner airlines offers a wide network worldwide.*