



SAS takes off in first-ever SkyTeam Aviation Challenge with historic Polar Route flight

SAS is announcing its first-ever participation in The Aviation Challenge (TAC), presented by SkyTeam, featuring a selected historic route from Copenhagen (CPH) to Los Angeles (LAX), that just left Copenhagen today, October 24 at 12:10PM.

A history of innovation: From the North Pole to the Aviation Challenge

For decades, SAS has been at the forefront of driving sustainability in aviation. From building a more efficient fleet of aircraft and optimizing the use of resources, to the introduction and use of sustainable aviation fuel (SAF), SAS has explored new ways to reduce its carbon footprint. With a commitment to reach net-zero emissions by 2050, SAS will take the steps necessary to drive structural change in the industry. By participating in TAC, SAS reinforces its long-standing commitment to innovation and setting new standards in the aviation industry.

This year marks the 70th anniversary of SAS becoming the first airline to fly over the North Pole, connecting Copenhagen to Los Angeles in 1954—a groundbreaking achievement that was, in its time, a sustainability milestone. The polar route significantly shortened the journey between Europe and North America, saving fuel and reducing emissions—a bold demonstration of Scandinavian courage and innovation that aligns with today’s focus on operational efficiency and sustainability.

TAC: Showcasing operational excellence and sustainability

TAC is an annual event where SkyTeam alliance members participate in specially designed flights to showcase their operational excellence, sustainability efforts, and innovative strategies. The challenge aims to share sustainability innovations that can help transform the entire aviation industry.

SAS’ participation in TAC is part of the company's broader mission to support the transition to sustainable aviation and to drive the essential transformation of the aviation industry. Whether through reducing food waste on flights, optimizing routes with its efficient fleet, or engaging in partnerships to develop SAF and electric aircraft, SAS is committed to accelerating this shift.

Mads Brandstrup Nielsen, SAS Senior Vice President of Communication and Public Affairs, commented:

“The flight from Copenhagen to Los Angeles is demonstrating our focus on operational efficiency by optimizing every aspect of the flight to reduce our environmental footprint. SAS’ participation in TAC is more than just a competition—it’s a testament to our dedication to shaping a more sustainable aviation industry. With a strong history of innovation and a clear focus on the future, SAS is at the forefront of change.”

Driving sustainable aviation forward

SAS’ involvement in TAC not only highlights its innovations but is also part of a wider strategy to make aviation more sustainable. The collaboration between teams across divisions—flight operations, cargo, ground services, and maintenance—demonstrates SAS’ holistic approach. This collective effort among colleagues and partners, combined with the company's long-standing dedication to reducing environmental impact, positions SAS in the forefront in the industry’s transformation.

SAS is driving the transition to a more sustainable future for aviation, with a clear goal of achieving net-zero emissions by 2050. Its current innovations lay the foundation for long-term sustainability in air travel.

More information about [The Aviation Challenge](#).

For more information, please contact:

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SAS, Scandinavia's leading airline since 1946, operates from its principal hub at Copenhagen Airport (CPH), complemented by hubs in Oslo (OSL) and Stockholm (ARN).

Our mission is to connect Scandinavia with the world and the world with Scandinavia. Each year, SAS serves more than 25 million passengers and transports 60 000 tons of cargo to 135 destinations across Europe, the USA, and Asia. With a passionate workforce of over 10,000 colleagues, we collaborate with partners and customers to drive transformative changes in aviation. We are committed to achieving net-zero emissions by 2050, embodying the visionary spirit of our founders: "To move from the old to what is about to come, is the only tradition worth keeping". Innovation and societal progress are at the heart of everything we do. SAS joined SkyTeam in September 2024 and together with our partner airlines we offer a wide network worldwide.

For more information, visit our website at www.flysas.com or follow us on social media for the latest updates and promotions.