



SAS introduces free, next-generation high-speed Wi-Fi across its entire fleet

SAS is introducing a totally new in-flight connectivity with the introduction of free, high-speed Wi-Fi. Engineered by SpaceX, Starlink is the world's first and largest satellite constellation using a low Earth orbit that will provide SAS passengers in all travel classes high-speed, low-latency internet for free. SAS will begin the phased rollout on their entire fleet at the end of 2025 and EuroBonus members will enjoy this premium feature at no cost.

Reliable connectivity

Starlink delivers internet all around the world and leverages advanced satellites to provide connectivity across oceans and remote locations, including challenging regions like the North Pole, over the Atlantic Ocean, and North Sea—areas previously affected by disruptions from conventional satellite services.

"By introducing this new technology, we're connecting our passengers to the world like never before," says Paul Verhagen, Chief Commercial Officer at SAS. "We're putting an end to frustrating interruptions and ushering in a new era of connectivity. Whether flying over the Atlantic or the North Sea, our passengers can now count on a connection that is as stable and seamless as it is fast. This is about giving our customers the best and ensuring SAS remains synonymous with excellence."

SAS passengers will be able to enjoy Wi-Fi connectivity from the moment they board until they disembark, offering a significant improvement over the current systems that activates only after takeoff and disconnects during descent.

"We're excited to provide reliable, high-speed internet across the entire SAS fleet and help level-up the in-flight experiences for passengers and crew from gate to gate," said Jason Fritch SpaceX Vice President of Starlink Enterprise Sales. "We're especially proud that Starlink can offer connectivity for passengers that's as good if not better than at their homes while flying across the Atlantic, North Sea and North Pole, which historically had been challenging for in-flight internet."

"This is a game-changer for our travelers," Verhagen adds. "Gate-to-gate connectivity isn't just an improvement — it's a breakthrough in convenience and reliability. It gives our customers the freedom to work seamlessly, stay connected, and enjoy uninterrupted entertainment throughout their flight."

Smarter, more efficient, and lighter design

Starlink aeroterminals are designed to reduce aerodynamic drag and fuel consumption, supporting SAS' broader sustainability initiatives of driving the change for more sustainable air travel.

Seamless, multi-device compatibility

The service will support multiple devices simultaneously, allowing passengers to stay productive or entertained across smartphones, tablets, and laptops without compromise.

SAS will begin introducing free high-speed Wi-Fi during the end of 2025.

For more information, please contact:

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About SAS

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.

About Starlink

Starlink delivers high-speed, low-latency internet to users all over the world. As the world's first and largest satellite constellation using a low Earth orbit, Starlink delivers broadband internet capable of supporting streaming, online gaming, video calls and more. Starlink is engineered and operated by SpaceX. As the world's leading provider of launch services, SpaceX is leveraging its deep experience with both spacecraft and on-orbit operations to deploy the world's most advanced broadband internet system. Learn more at www.starlink.com Follow Starlink on X <http://x.com/Starlink>