



SAS once again voted the most sustainable brand in the aviation industry

Danish and Swedish consumers have once again perceived SAS as the most sustainable brand in the aviation industry, according to the renowned brand survey Sustainable Brand Index. This recognition reinforces the company's position as a driving force in sustainable aviation.

The Sustainable Brand Index is Europe's largest independent brand study, reflecting consumers' perceptions of brands and their sustainability efforts. In Denmark, SAS has been featured in the survey since 2019, securing the top spot in the airline category for the sixth time this year. In Sweden, this marks the 14th time SAS has claimed the number one position in the airline category since 2011.

The survey involved 10,000 Danish consumers and 25,000 Swedish consumers rating 260 Danish brands and 434 Swedish brands based on how they are perceived to perform in relation to the UN's 17 Sustainable Development Goals.

"We are proud and honored to receive these awards. At SAS, we are committed to driving sustainable aviation forward—continuously improving our processes, from cutting food waste on flights and optimizing routes with a more efficient fleet to forging partnerships for sustainable fuel development," says Mads Brandstrup Nielsen, Senior Vice President Communications, Public Affairs & Sustainability at SAS.

Last year, SAS expanded its fleet with twelve Airbus A320neo and one Airbus A350-900. At the same time, older and more fuel-consuming models were phased out. By the end of 2024, SAS became one of the largest operators of new technology aircraft in Europe, with a total of 73 A320neos in the fleet.

SAS is convinced that long-term financial sustainability requires both social and environmental responsibility.

"Advancing development requires [strong partnerships and close collaboration](#), especially to secure the policy decisions—such as legislation and support measures—needed to accelerate the transition to sustainable solutions," adds Mads Brandstrup Nielsen.

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SAS, Scandinavia's leading airline since 1946, operates a global 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 relentless focus on operational excellence, SAS ranks as one of the most punctual airlines in Europe and the world. 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.