



# High demand as SAS reintroduces European Business Class starting October 1

**Booking figures show a very positive response, confirming that customers have been waiting for a clearly defined premium product from SAS on European routes.**

The new Business Class provides customers within Europe with a premium experience that combines greater comfort, flexibility, and service at a level aligned with international standards.

The launch is closely linked to SAS' broader premium initiative, which also includes the expansion of lounge access across Europe and Scandinavia. Around 35 additional lounges will be added from October 1, ensuring that Business Class customers benefit from a seamless premium journey both in the air and on the ground.

*"The strong early interest shows that our premium strategy resonates with customers," says Paul Verhagen, Chief Commercial Officer at SAS. "With the reintroduction of European Business Class, we are delivering the premium experience expected of a full-service European airline, backed by our focus on operational excellence and on-time performance".*

Available on all international European flights, including within Scandinavia, Business Class features:

- Premium dining with glass and porcelain tableware
- Dedicated cabin at the front of the aircraft
- Blocked middle seats for added comfort and privacy
- Priority services at check-in and boarding
- Access to around 60 lounges across Scandinavia and Europe

**For more information, please contact:**

SAS Press Office: +46 8 797 2944

*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 the most punctual airline in Europe and the world. Together 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](http://www.flysas.com) or follow us on social media for the latest updates and promotions.*