



# SAS builds on success at The Aviation Challenge

Scandinavian Airlines will once again take part in The Aviation Challenge (TAC), SkyTeam's annual showcase of innovation, sustainability, and operational excellence. On October 7, SAS will operate a special flight from Copenhagen to Los Angeles as part of the 2025 edition.

The flight will demonstrate selected sustainability initiatives in line with this year's theme, Impact, focusing on practical improvements and scalable solutions to reduce aviation's environmental footprint. Passengers will also experience SAS' wider sustainability efforts, reflecting the company's commitment to lowering the impact of air travel.

*"We are proud to once again take part in The Aviation Challenge and continue exploring ways to reduce aviation's environmental impact. Last year's results showed what's possible when we combine innovation and collaboration, achieving nearly a 20% reduction in CO<sub>2</sub> emissions per passenger and earning two awards. Our participation is not just about competing; it's about learning, collaborating, and contributing to a meaningful transformation in the industry,"* said Mads Brandstrup, Senior Vice President Communication, Public Affairs and Sustainability at SAS.

With a net-zero target for 2050, SAS continues to be a driving force in sustainable aviation, renewing its fleet, improving efficiency, and investing in sustainable aviation fuel (SAF) and new fuel solutions, while building partnerships to accelerate the green transition.

The Aviation Challenge is recognized as one of the airline industry's most impactful global competitions, dedicated to advancing sustainability, operational excellence, and innovation across SkyTeam member airlines. [The Aviation Challenge | SkyTeam](#)

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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 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.