



## **SAS goes live with Starlink high-speed WiFi**

**SAS is introducing next-generation high-speed onboard WiFi across its fleet, giving EuroBonus members fast, reliable, gate-to-gate connectivity. Powered by Starlink's advanced low-Earth orbit satellite constellation, passengers can experience speeds of up to 500+ Mbps as a major upgrade to the digital experience onboard. As part of the rollout, SAS has partnered with mobile network operator 3 to enable free WiFi access for EuroBonus members – a first step of a long-term commercial partnership.**

3 makes it possible for EuroBonus members to connect onboard for free from 24 March. As Starlink installations expand across the Airbus A320 family, and eventually the rest of the SAS-operated fleet, SAS expects a substantial share of the fleet to be connected before the summer season.

With more than 10.000 Starlink satellites in low-Earth orbit, passengers and crew can experience consistent performance throughout the journey even at northern latitudes and on routes where connectivity has traditionally been more challenging.

*“Connectivity has become a natural part of everyday life, including when travelling. With this launch, we are taking a major step toward offering our customers a more flexible, productive and enjoyable time on board. Whether they want to work, create, play or stay in touch, this solution brings the onboard experience closer to how people live today”,* says Paul Verhagen, Executive Vice President and Chief Commercial Officer at SAS.

As SAS continues its turnaround, the introduction of high-speed WiFi represents the first step in SAS' renewed focus on the digital inflight experience. With high-performance connectivity now in place, SAS will begin introducing new, value-adding services that enhance productivity, entertainment and real-time engagement throughout the journey.

### **Powered by Starlink**

Starlink, the fastest WiFi in the sky, delivers reliable, high-speed, low-latency inflight connectivity. SAS is the first airline in Europe to introduce Starlink on an Airbus A320 aircraft. The rollout will initially focus on the A320 fleet, with additional aircraft types to follow later in the year, subject to regulatory approvals.

**Successful demo flight in January**

Ahead of the official launch, SAS conducted a dedicated demonstration flight on 14 January, where invited guests experienced the Starlink-powered connection in real flight conditions. The flight showcased the system's performance at northern latitudes and its ability to support streaming, gaming, content creation and real-time communication onboard.

Content from the demo flight was shared across SAS' channels, giving customers a closer look at how high-speed onboard connectivity will become a natural part of the SAS travel experience. The flight also generated significant attention in both the press and on social media across Scandinavia.