



SAS EuroBonus enters partnership with the Tryg Group

The new partnership between SAS EuroBonus and the Tryg Group expands the program's everyday relevance by allowing members to earn points on essential insurance products across Scandinavia. The collaboration strengthens EuroBonus as a broader lifestyle program and deepens SAS' engagement with members beyond travel.

The initiative is being rolled out in Norway, Denmark and Sweden, enabling EuroBonus members to earn points when purchasing selected insurance products from Tryg or Trygg-Hansa.

The partnership reflects a shared ambition to integrate loyalty benefits into more of the decisions members make throughout the year.

"EuroBonus should deliver value in everyday life, not only when people travel. Our partnership with Tryg makes the program more relevant to more members and gives them points on products they already need. It is a natural extension of the EuroBonus universe – and a strong Scandinavian match between companies built on trust, reliability and great customer experiences," says Madeleine Svantesson, Head of EuroBonus Partners at SAS.

EuroBonus members will earn points on selected insurance products from Tryg in Denmark and Norway or Trygg-Hansa in Sweden. The point accrual creates a clear link between insurance and the travel benefits members already use, making the loyalty program more relevant across a broader set of everyday choices.

"The goal of the partnership with SAS EuroBonus is to attract around 40.000 new customers in Scandinavia over the next five years. We see significant potential in combining Tryg's reliability with a strong and well-known loyalty program like SAS EuroBonus, and the EuroBonus points create a clear link between insurance and the travel benefits members already use," says Niklas Idén, Head of Private at Trygg-Hansa in Sweden.

SAS celebrates 80 years of connecting Scandinavia with the world this year, while the Tryg name carries nearly 130 years of history – and has safeguarded lives and property for almost 300 years. The partnership is rooted in a shared Scandinavian tradition of quality, trust and long-term commitment.