SAS awarded APEX Five Star for the fourth year in a row

SAS has been named an APEX Five Star Global Airline for the fourth consecutive year. The rating is based entirely on verified passenger feedback and places SAS among the top 7% of the 722 airlines evaluated worldwide. The recognition reflects SAS' continued focus on delivering a high-quality travel experience for customers across its network.

SAS has held the APEX Five Star rating every year since 2023, and this year's recognition comes as SAS marks its 80th anniversary. From the journey on the ground to the experience on board, SAS has continued to invest in the products and services that matter the most to its customers. Since autumn 2025, this has included the reintroduction of European Business Class, lounge access at 35 additional European airports and free high-speed Starlink Wi-Fi for EuroBonus members.

Punctuality is a key part of that, and SAS has repeatedly been named both Europe's and the world's most punctual airline by Cirium.

"This rating comes from the people who fly with us, and that is what makes it mean so much," says Paul Verhagen, Chief Commercial Officer at SAS. "It belongs to our colleagues on the ground and on board who make the journey work every single day. As we mark 80 years of flying, it is a good reminder of what has always mattered most at SAS: the people we serve. Their expectations keep moving, and we intend to keep moving with them."

The APEX Five Star Airline Awards are based on more than one million verified flight ratings, collected through APEX's partnership with TripIt® from SAP Concur. Passengers rate their overall flight on a five-star scale. They can also rate seat comfort, cabin service, food and beverage, inflight entertainment, and Wi-Fi. A professional external auditing company independently certifies the results.

The award was presented on Thursday, November 19, at the APEX Awards Ceremony during the APEX FTE EXPO in Singapore.

Pictured: Paul Verhagen, Chief Commercial Officer at SAS, and Dr. Joe Leader, CEO of APEX.