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## Finnair to add full flat seats across its long haul fleet

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Finnair will install new full flat seats in most of its existing long haul aircraft beginning in January 2014. Once the installation program is completed by autumn 2014, all of Finnair's long haul Airbus fleet will have full flat seats in Business Class, with the exception of three older aircraft. These three aircraft will be the first to be removed from the fleet with the arrival of A350 XWBs in 2015. The total investment, including replacement investments, is approximately 29 million euros.

"The full flat experience has been very well received by customers in Business Class," says Anssi Komulainen, Finnair's Senior Vice President, Customer Service. "We believe that the key to Finnair's success in a very competitive market is to differentiate on service, and this substantial investment in the comfort of passengers helps us in this long-term aim. Full flat seats are the new standard for quality-conscious customers, and for Finnair."

The Zodiac Seats UK Vantage model seats selected by Finnair are already in use on the airline's four newest Airbus A330s. The seats are designed to provide a fully-flat bed of up to 200 cm (79"), while shoulder room measures 58 cm (23"). The fully adjustable seats also come with an individual reading light, adjustable head rest, mood lights and a range of inflight entertainment options.

The move to full flat seats is the latest in Finnair's ongoing series of renewals and upgrades in the customer experience. In October 2012, the airline announced a design collaboration with Finnish design house Marimekko, whose textiles and tableware will bring a light and fresh visual dimension to aircraft interiors starting in spring 2013. A revamp of meal choices is also underway in both cabin classes.

Finnair currently operates 15 long haul Airbus A330 and A340 aircraft in its fleet, serving a network of 13 destinations in Asia. A further 11 Airbus A350 XWBs (with an option for 8 more) are due to arrive beginning in H2 2015, which will help the airline double its revenue from Asian destinations by 2020. Finnair will be the first European airline to fly with the state of the art A350.

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