



JAL SKY SUITE 777 and JAL SKY WIDER Win Good Design Awards in 2013

TOKYO October 03, 2013: Japan Airlines (JAL) received two Good Design awards this year, conferred by the Japan Institute of Design Promotion (JDP). Fully revamped Boeing 777-300ERs - JAL SKY SUITE 777 has been introduced on our international routes since January 2013, and JAL SKY WIDER, its newest Economy Class seat in JAL SKY SUITE 777.



The products are selected for Good Design Award through the comprehensive examinations which require not only beautiful appearance but also good quality, user-friendliness as well as functionality or innovativeness etc.

As the first installment of JAL NEW SKY PROJECT*1, which won 2013 Good Design Award will encourage all JAL staff to make best efforts to provide more refreshing products to our customers.

*1 For more information about the press release of JAL NEW SKY PROJECT, please visit the link as below:

<http://press.jal.co.jp/en/release/201209/002250.html>

JAL SKY SUITE 777



JAL SKY SUITE 777 raises the notches one class above for all four cabin services, and creates high functionality in response to customers' expectation. It represents unique motif in Japanese style on the basis of the common theme of design for all four classes. In addition, what from the in-flight carpet and curtain to finishing materials and the fabrics used for the seats are delivered Japanese culture and JAL brand. The airline reduced the number of seat and redesigned the cabin space to achieving spacious Economy Class and functional seat configuration in Business Class. The airline collaborated with domestic textile maker to develop various fabrics aims to reduce weight aboard and gain the texture with high quality. It creates comfortable and refreshing space thanks to careful marketing research and realizes mobility design to be a new national flag as a result of contributing to the Customer satisfaction and the airline's management strategy.

Today, JAL SKY SUITE 777 is daily operated between Tokyo (Narita) and London, and between Tokyo (Narita) and New York as well as between Tokyo (Narita) and Paris. JAL decided to expand it between Tokyo (Narita) and Los Angeles from November 2013 and between Tokyo (Narita) and Chicago from January 2014.

<More>



The Newest Economy Class Seat - JAL SKY WIDER

The Newest Economy Class seat-JAL SKY WIDER was installed in JAL SKY SUITE 777, which has increased pitch and a slim-style seatback design resulting in approximately 10 cm(max.) more legroom than the previous seat pitch. It adjusted the headrest to more comfortable position and using selected fabric for seating part. Meanwhile, more space can be utilized due to reducing the number of seat in Economy Class. The airline strives to create the most comfortable and relaxing environment to customers including adopting the folding table and amply utilizing all possible space to set up more storage space, etc.

The airline will install JAL SKY WIDER onto JAL SKY SUTIE 767(revamped Boeing 767-300ERs) from December 2013.



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