

## **oneworld is World's Best Airline Alliance - official**

**Thursday, May 20, 2010:** oneworld<sup>®</sup> has been named World's Best Airline Alliance in an award scheme based on the only truly global, independent passenger survey of airline standards.

Almost 18 million air travelers, representing more than 100 nationalities, took part in the 10-month study, conducted between July 2009 and April 2010 for Skytrax, the independent airline quality organization. This latest prize – announced today as part of the 2010 World Airline Awards – enables oneworld to build on its lead as the alliance winning the most honors in the various industry international award schemes.



It is the current holder of the World's Leading Alliance title presented by the World Travel Awards. oneworld has retained this accolade seven years running – ever since it was first presented. oneworld is also a three-time winner of the Best Airline Alliance title from Business Traveller magazine.

The Best Airline Alliance trophy was received on behalf of oneworld by Vice-President Corporate Affairs Michael Blunt from Skytrax Chairman Edward Plaisted at a ceremony on the sidelines of the global Aircraft Interiors Expo at Hamburg.

Skytrax Chairman Edward Plaisted said: "This is a fantastic achievement for oneworld to be named Best Alliance. The World Airline Awards are known as 'The Passenger's Choice', underlining the fact that oneworld is succeeding in satisfying the hardest critics - actual air travelers."

oneworld Vice-President Corporate Affairs Michael Blunt said: "oneworld aspires to be the world's premier alliance, so we are thrilled to be judged the best by the people who really count – customers – in the biggest ever independent survey of international air travelers. We'll be working hard to retain this coveted title in the future, with two more top-ranking airlines joining our collection of the highest quality carriers from each region – in Russia's leading domestic operator, S7 Airlines, boarding oneworld later this year and India's leading carrier Kingfisher Airlines lining up to follow."

### **About the World Airline Awards**

The World Airline Awards, established in 1999, are based on the annual World Airline Survey conducted by Skytrax, the independent airline quality organization. The 2009-2010 survey covered more than 200 airlines, from the largest international airlines to domestic carriers, throughout the world. Air travelers of more than 100 different nationalities took part.

The survey measures almost 40 different items of customer satisfaction for each airline's product and service standards, assessing the typical customer experience across airport and on board environments - from check-in to boarding, seat comfort, cabin cleanliness, food and beverages, in-flight entertainment and many aspects of staff service.

### **About oneworld**

oneworld brings together some of the best and biggest names in the airline business - American Airlines, British Airways, Cathay Pacific,



Finnair, Iberia, Japan Airlines, LAN, Malév Hungarian Airlines, Mexicana, Qantas and Royal Jordanian, and around 20 affiliates including American Eagle, Dragonair, LAN Argentina, LAN Ecuador and LAN Peru. Russia's S7 Airlines will join the alliance in 2010 with India's Kingfisher Airlines on track to follow, subject to regulatory approvals.

Between them, these airlines:

- Serve 800 airports in nearly 150 countries, with some 9,000 daily departures.
- Offer nearly 550 airport lounges for premium customers.
- Carry some 340 million passengers a year.
- Operate a combined fleet of almost 2,500 aircraft.
- Generate more than US\$100 billion annual revenues in total.

**oneworld** is the only alliance with airlines based in Australia or Asia's Middle East.

The alliance enables its members to offer their customers more services and benefits than any airline can provide on its own. These include a broader route network, opportunities to earn and redeem frequent flyer miles and points across the combined **oneworld** network and more airport lounges. **oneworld** also offers more alliance fares than any of its competitors.

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