



JAL Introduces Newly Painted “JAL Doraemon JET” on Select China Routes

~ JAL and Doraemon continues tie-up campaign in China ~

Tokyo May 12, 2017: Japan Airlines (JAL) has been promoting Doraemon as its campaign character in China since August 2016. Doraemon is one of the most famous characters representing Japan, and tremendously popular in China among all age groups. (*1)

(*1) For more details, please visit press release: <http://press.jal.co.jp/en/release/201608/003881.html>

JAL will introduce a newly painted Doraemon Jet on select China routes in 2017, and launch “Travel with Doraemon Campaign.” Details will be informed on the JAL Doraemon special website (*2). JAL expects that customers will feel more connected and familiar with not only the airline but also Japan, and stimulate the Japan = China routes.

Moving towards the 2020 Tokyo Olympics, JAL will be striving to connect people to people, bridging Japan and the world.

(*2) Special Website (PC): <http://www.cn.jal.com/cnl/zhcn/lp/doraemon/>
(Mobile): <http://www.cn.jal.com/cnl/sp/zhcn/lp/doraemon/>

Newly painted JAL Doraemon JET

The newly painted Doraemon Jet will operate between Tokyo (Haneda) and Beijing, and between Haneda and Guangzhou from Thursday, May 18, 2017. The Doraemon character painted on the aircraft adopted a specifically original design, inheriting from the initially Doraemon Jet, which was introduced on the Tokyo (Narita) = Shanghai (Pudong) route in 2016. Drinks will be served onboard in special Doraemon paper cups and original post cards will also be available (*3).

(*3) The special paper cups and original post cards will be available on other China routes as well as the Doraemon JET-operated routes.

Overview of the newly painted Doraemon JET

Period of operation/Applicable route (*4) :	Haneda = Beijing (JL021/022) May 18 (Thursday) ~ May 27 (Saturday) June 2 (Friday) ~ July 7, 2017 (Friday) Haneda = Guangzhou (JL087/088) May 28 (Sunday) ~ June 1 (Thursday) July 8 (Saturday) ~ July 31, 2017 (Monday)
---	---

Aircraft type/Configuration number : Boeing 787-8/ JA837J

(*4) Operating schedule is subject to change.



©Fujiko-Pro, Shogakukan, TV-Asahi, Shin-ei, and ADK



About Japan Airlines

Japan Airlines (JAL) was founded in 1951 and became the first international airline in Japan. A member of the **oneworld®** alliance, the airline now reaches more than 331 airports in 53 countries and regions together with its codeshare partners with a modern fleet of more than 220 aircraft. JAL Mileage Bank (JMB), the airline's loyalty program, has reached over 31 million members worldwide. Named the Best Asia-Pacific Major Airline for On-time Performance in 2016 by FlightStats, JAL is committed to providing customers with the highest levels of flight safety and supreme quality in every aspect of its service, and aims to become the most preferred airline in the world.

For more information, please visit www.jal.com/en/outline/

Facebook: www.facebook.com/JapanAirlinesWorldwide/

Follow JAL on Instagram at [@japanairlines_jal](https://www.instagram.com/japanairlines_jal)

END