



## Japan Airlines Certified as SKYTRAX 5-Star Airline for the 7th Consecutive Year

~ Recognized as the World's Top-Quality Airline ~

Tokyo, JAPAN - Japan Airlines (JAL), a member of the **oneworld®** alliance, has been awarded the highest rating of "5-Star Airline" for the seventh consecutive year by international air transport rating organization, Skytrax (\*1). Skytrax conducts rigorous audits and evaluations of airlines' websites, airport services, and inflight services. Currently, only 10 airlines worldwide, including JAL, have been certified as "5-Star."

(\*1) International air transport rating organization, based in London, UK: <https://skytraxratings.com/the-worlds-5-star-airlines>



Senior VP – Customer Experience AOKI Noriyuki  
Deputy Senior VP – Customer Experience SAKIHARA Junko

Edward Plaisted of Skytrax commented,

*"This highest 5-Star Airline Rating for Japan Airlines is an excellent recognition of the high quality of the product and staff service experience that they provide to customers. An important part of 5-Star Airline Ratings is the consistency of standards delivered to all customers which covers all of the different cabin types that Japan Airlines offers. With the exciting new onboard products being introduced by Japan Airlines in 2024, we look forward to their continued progress and raising standards even higher".*

### **[JAL initiatives that have been highly evaluated]**

Based on the concept of "Design Your Story," which allows each customer to "design" how they spend their time from the beginning of the journey to the end, JAL will offer products and services that match customers' various tastes and values.

- **Ensuring a seamless and consistent experience throughout the journey, from reservation to check-in, onboard, and arrival**

- Expanding "JAL SMART AIRPORT" that reduces waiting times for check-in and baggage drop-off up to 90% 



airports starting this spring.

- "JAL SMART SECURITY" enables safer and faster inspections without having to remove computers or liquids at security checkpoints (introduced at Naha Airport following Haneda Airport).

- **Lounge services that provide comfort from the beginning of your journey**

- The seating and interiors are designed to cater to the diverse needs of customers, whether for dining or working.

- Hand-drip coffee and shoe polishing service is offered at the Haneda JAL First Class Lounge.

- **Products that delight your in-flight time**

- Cabin interior of the A350-1000, the first new aircraft after nearly 20 years, that express traditional beauty of Japan.

- Amenity kit pouches featuring the artwork of contracted artists of Herabony Co., Ltd.

- Connecting Japanese regions with the world, such as by using excellent regional specialty products in inflight menus.

- **Services that facilitate memorable moments**

- Cabin crews' expertise in safety, products and services, delivering personalized hospitality and engaging with both International and Japanese passengers.

As a 5-star airline, JAL remains committed to delivering valuable experiences to customers through the introduction of new products, services, and aircraft. Looking ahead, JAL has plans to further improve the convenience of JAL app/web services and introduce fuel-efficient aircraft, such as the A350-900 and the A321neo flights, to provide even greater comfort during travels. This includes providing the opportunity for customers to create their own tailored journey and experience a new way to travel, ensuring a truly personalized and remarkable travel experience.

### About Japan Airlines

Japan Airlines (JAL), Japan's first private aviation company, was established in 1951 and is a member of the oneworld® Alliance. The airline operates a fleet of 227 aircraft (as of March, 2024) and began renewing its international long-haul aircraft with the Airbus A350-1000 starting 2023 Winter Schedule. Together with other JAL Group and partner airlines, JAL offers an extensive domestic and international network that serves 376 airports across 64 countries/regions. The airline has received numerous accolades for its exceptional service, including being recognized as a certified 5-Star Airline by Skytrax and being awarded the prestigious "World Class" Airline title by APEX, the Airline Passenger Experience Association. JAL takes great pride in its on-time performance and is regarded as one of the most punctual airlines globally. The airline is dedicated to ensuring the highest standards of flight safety and overall service quality, striving to be the most preferred airline by customers worldwide. The JAL Group recognizes that action to address climate change is a particularly important issue for the sustainability of society, and in June 2020, the group announced its commitment to achieve net zero carbon emissions by 2050.

For details and to learn more, visit JAL's official website at <https://www.jal.com/en/>.