More destinations and new products and services in Canada

March 2015
AIR FRANCE-KLM: THE LARGEST OFFER OF FLIGHTS BETWEEN EUROPE AND WESTERN CANADA

On March 29, Air France is launching a new route to Vancouver, offering up to 5 weekly flights from Paris-Charles de Gaulle. KLM Royal Dutch Airlines is also introducing a new service between Amsterdam-Schiphol and Edmonton from 19 May 2015 with 3 weekly flights and 4 weekly flights as from 22 June 2015.

With the addition of new routes to Vancouver and Edmonton, Air France-KLM will offer the largest range of flights between Europe and Western Canada for the entire 2015 summer season. These routes are operated in close cooperation between the Group and Delta Air Lines within the framework of the trans-Atlantic joint venture.

AIR FRANCE-KLM: A WIDE RANGE OF FLIGHTS BETWEEN EUROPE AND CANADA

Present in Canada for the past 65 years, Air France-KLM will serve five Canadian destinations this summer, Montreal, Toronto, Vancouver, Calgary and Edmonton from Paris-Charles de Gaulle and Amsterdam Schiphol, i.e. 72 weekly frequencies. In addition, Air France and KLM Royal Dutch Airlines offer a connecting bus service with their flights from Montreal to the federal capital, Ottawa.

Air France-KLM is developing its partnership with the Canadian airline WestJet, by offering new connecting opportunities in North America in addition to the new Paris-Vancouver and Amsterdam-Edmonton routes.
WESTJET AND AIR FRANCE-KLM, A STRENGTHENED PARTNERSHIP

Air France-KLM and the Canadian airline WestJet have signed a code-share agreement enabling Air France and KLM Royal Dutch Airlines to offer their customers an additional 20 cities served by WestJet, on departure from 5 Canadian destinations served by the Group (for details see the graphic below).

THE TRANSATLANTIC JOINT VENTURE, A STRATEGIC ALLIANCE

On all flights between Europe and North America, the Air France-KLM group operates the largest transatlantic joint venture with Delta and Alitalia. This is now the most advanced model of economic cooperation between airlines. It concerns the joint operations and the sharing of revenues and costs of more than 250 daily transatlantic flights operated by Air France, KLM Royal Dutch Airlines, Delta and Alitalia. It represents almost 25% of total capacity between Europe and North America and generated revenues of 13 billion dollars in 2013. Between Europe and Canada, this joint venture consists of 78 weekly flights operated by Air France, KLM Royal Dutch Airlines and the route between Rome and Toronto operated by Alitalia.
CN tower in Toronto
WHY LAUNCH A NEW SERVICE TO VANCOUVER AND EDMONTON ON DEPARTURE FROM PARIS AND AMSTERDAM?

“From sea to sea”, is the national motto of Canada, a country spanning 5,500km from east to west between the Pacific and the Atlantic. With the launch of a new service to Vancouver, Air France follows in the steps of KLM Royal Dutch Airlines and is adopting Canada’s national motto – after Toronto and Montreal, its two bases in the east, Air France is now directly serving western Canada where there is a high demand for flights from the British-Columbians. In France and Europe, the Canadian West is ingrained in tourists’ imaginations and this new service also caters to their desire to explore wide open spaces.

The arrival of KLM Royal Dutch Airlines in Edmonton, a city of one million inhabitants, marks the first non-stop service between the capital of Alberta and continental Europe. Driven in particular by mining and oil and gas operations, this province is Canada’s fastest-growing, with 40% of jobs created in the country over the past year! The business community is naturally delighted with this new non-stop service that will bring both passengers and cargo to Europe and beyond to the oil and gas producing countries of Africa and the Middle East.

WHAT DOES AIR FRANCE-KLM OFFER CANADIAN TRAVELLERS?

Present in Canada for over 65 years, the Air France-KLM Group’s ambition is to provide an expanded flight offer between Canada and Europe, and beyond, while offering Canadian passengers a taste of what they will discover on their arrival in France and the Netherlands – a pleasurable travel experience, attentive service and fine food. Air France’s new signature, “France is in the air”, perfectly translates this ambition – Air France seeks to portray French excellence and French lifestyle the world over. To this end, we are offering our Canadian customers the best of our products and services, with the introduction in 2015 of Air France’s new BEST cabins and KLM Royal Dutch Airlines’ World Business Class on flights to Toronto.

WHAT IS AIR FRANCE-KLM’S POSITIONING FACING THE COMPETITION IN THE COUNTRY?

We are happy and proud to offer our customers the largest number of flights between Europe and Western Canada. These two new route launches are a strong sign, reflecting the Air France-KLM group’s ambition to strengthen its positioning to and from Canada. Air France and KLM Royal Dutch Airlines’ complementary networks give our customers increased connecting opportunities, via the hubs at Paris-Charles de Gaulle and Amsterdam-Schiphol. Three cities served for Air France, and now five for KLM Royal Dutch Airlines, representing up to 72 weekly flights departing from Canada for the Group. This choice of connecting opportunities are further increased through our partnership with WestJet, Canada’s second-largest carrier, adding another 20 cities to our Canadian network.
BUSINESS, THE BEST OF FRENCH LIFESTYLE

Air France’s Business class offering is constantly evolving to match the Company’s exacting standards and all-round attentiveness, as it seeks to provide its customers with the best of the unique French lifestyle, or art de vivre à la française. From cabin fittings to inflight meals, the Company provides a service that combines comfort and modernity, bringing passengers an ever more refined service. In Business class, Air France offers on most of its aircraft a full sleep seat guaranteeing optimum travel comfort for passengers. Over 2-metres long and 61 cm wide, the seat is one of the most spacious, comfortable beds on the market. With simpler, more intuitive controls, and redesigned storage compartments, the seat also features a new 16/9 video screen.

Anne-Sophie Pic, the only French woman with three Michelin stars, in Business class

Anne-Sophie Pic is continuing her collaboration with Air France in the Business cabin by creating five new dishes. Excelling in the combination of flavours, the chef offers cuisine combining powerful flavours with the most delicate of tastes. Roasted veal accompanied by a royal quinoa with red peppers and pineapple or lightly-fried cod served with a creamy black rice and coconut milk are just some of the dishes to be enjoyed over the next six months.

A 3,000 sq. m. lounge at Paris-Charles de Gaulle

Around the world, Air France customers travelling in Business class have access to over 500 Business lounges, including 40 Air France lounges, offering a wide range of services in a calm and welcoming environment, away from the bustle of the airport. At Paris-Charles de Gaulle, Air France Business customers have access to six lounges on departure of their flight (Terminal 2E, 2F and 2G) and one arrivals lounge (Terminal 2C). The largest Business class lounge on its network is situated in the boarding satellite Hall M of Terminal 2E. Spanning over 3,000 sq. m and dedicated to customers’ well-being, this new lounge, designed by Noé Duchaufour-Lawrance, allows passengers to make the most of their time prior to take-off or between flights. In this haven of peace, an offer of hot food supplements the snacks and beverages already provided in other Air France lounges. A Clarins beauty care and massage service and shower facilities invite passengers to relax before boarding and Wi-Fi access, touch screens and self-service computers allow passengers to work in peace.
Premium Economy, enhanced comfort
PREMIUM ECONOMY – ENHANCED COMFORT

The Premium Economy cabin offers a more comfortable way of travelling at affordable prices in a separate cabin, offering 40% more space than Economy Class. The comfort and peaceful surroundings in this intermediate cabin class situated between Business and Economy class make it a privileged area for relaxing in the sky which has won over close to 2.5 million customers since it was launched. The seat, reclining to 123° within a rigid shell to protect passenger space and privacy, is 48cm wide and has 10cm-wide leather armrests enabling each passenger to rest their elbows without intruding on their neighbours. Seats are also equipped with a large, 10.4-inch (26-cm) in-seat video screen giving access to some 600 hours of on-demand entertainment on long-haul flights. Premium Economy customers benefit from SkyPriority advantages, ensuring streamlined ground services with faster, privileged access through all airports around the world.

ECONOMY – YOUR ESSENTIAL AIR FRANCE

The Economy cabin allows passengers to enjoy the essentials of Air France service at attractive prices. The 44cm-wide seats recline to 119°, with a sliding seat pan, adjustable headrest and footrest, a tray with rounded corners, and storage for spectacles and drinking glasses. The armrests fold back completely, even when the seat is in the reclining position, making life easier for families travelling together. Seats are also equipped with a 6.4 inch in-seat video screen so that passengers can enjoy Air France’s in-flight entertainment programme to the full. Each month, Air France adds new material to its long-haul in-flight entertainment programme. A choice of 200 to 300 CDs with an extensive range of music types is on offer, allowing passengers to compile their own personal program of music. In each Air France cabin, an individual screen shows up to 125 films available in a number of language versions (up to 9).

EUGENI QUITLLET’S DESIGNER CREATIONS ON BOARD

Eugeni Quitllet has designed a new range of aesthetic and practical tableware for Air France’s Economy and Premium Economy cabin classes. In Premium Economy, the glass, cutlery and fabric napkin (a mixture of fabric and paper) provide an elegant and refined table service. Eugeni Quitllet has also designed a cone, with the Air France logo, containing candies and oshibori. Offered at the end of the meal, it constitutes a unique souvenir of the flight which you can take home.
Best & Beyond: Business, a private cocoon in the sky
Air France’s new cabins will take off to Vancouver as from 13 July; an Air France flight to Vancouver will be equipped with the Company’s latest new long-haul cabins. Space, comfort and pleasure go hand in hand, for exceptional travel comfort.

Air France is currently involved in a vast project to upgrade its long-haul products and services, dubbed Best &Beyond. Its ambition is to provide the best product on the market. In all the cabins, new seats are gradually being installed on 44 Boeing 777, at the heart of the long-haul fleet. As from 13 July 2015, British Columbian customers will be the first to be served by a Boeing 777-200 equipped with the Company’s latest travel cabins (Business, Premium Economy and Economy).

**BUSINESS, A PRIVATE COCOON IN THE SKY**

On board Air France’s new Business class, passengers enjoy their own bubble of privacy – comfort, space and privacy at the heart of a curved structure.

This new seat has been developed around the concept of 3 “F” -
- FULL FLAT - the seat converts to a horizontal bed – 180° - for crossing time zones without fatigue;
- FULL ACCESS - direct access to the aisle, regardless of the seat’s location in the cabin;
- FULL PRIVACY - a protected area through the seat’s enveloping curves, providing a true bubble of privacy in the sky.

Work, play, eat or sleep, the seat adapts itself to each individual for the duration of the trip.

**ECONOMY AND PREMIUM ECONOMY, ENHANCED COMFORT FOR EVERYONE**

In Economy, the new seat has been completely redesigned, with more legroom, new seat cushions, softer headrests and a larger tray table. Everything has been redesigned to offer optimum travel comfort. There are also new features such as electric sockets and headphone holders.

In Premium Economy, customers enjoy more comfortable seat cushions and a multi-position footrest, which further improves the comfort of this cabin launched in 2009 and highly appreciated by customers.

As for entertainment, choosing a programme has never been as easy and intuitive. Wide touch screens with high definition images will shortly be available for all passengers, offering over 1,000 hours of music, movies, TV series and many other programmes available on demand.

“Best & Beyond”, Air France’s long-haul ambition
A BREATHTAKING NETWORK

1,000 destinations thanks to one of the largest networks in the world with KLM and our SkyTeam partners.
France is in the air

With its new advertising campaign and signature “France is in the air”, Air France is daring to be different. The new campaign consists of numerous visuals illustrating the services offered by the company - the new Business cabin, gastronomy, the network, SkyPriority, etc. It is supplemented by visuals depicting iconic destinations served by Air France, including Paris, Toronto and Vancouver.

With its new signature “France is in the air”, it illustrates France’s openness and internationality and highlights the positive universal values associated with France: the art of living, a French spirit, luxury brands and Michelin-starred chefs who are popular in France and abroad.

In March 2015, Air France launched its new advertising film « France is in the Air ». The ad conveys both the Company’s openness to the world and its pride in offering a unique French travel experience - with elegance, inventiveness and humour.
Fashion, fine dining, the Tour de France, the young dancers of the Paris Opera and even a French kiss … a series of evocative scenes which reflect the Company’s new attitude, its fighting spirit and its desire to be closer to its customers.
World business class: comfort, fine details and personal attention

Seats are fitted with a privacy canopy
KLM Royal Dutch Airlines’ long-haul cabins

WORLD BUSINESS CLASS

The new World Business Class is available on intercontinental flights and provides passengers with a new concept of comfort. On flights to Canada, World Business Class is available on the Boeing 747 to Toronto.

Feel at home

Together with the Dutch top designer Hella Jongerius, KLM Royal Dutch Airlines has introduced a whole new atmosphere in the World Business Class. The feeling of being at home was the designer’s aim. The 2.07-metre full-flat seat contributes to the complete comfort. Besides the recognizable, fresh, blue KLM Royal Dutch Airlines-colour, Hella Jongerius used warm colours to create a comfortable atmosphere. With this new design, sustainability and innovation are the two principles.

On board, enhanced comfort

KLM Royal Dutch Airlines has introduced new tableware for passengers in World Business Class and Europe Business Class, designed by Marcel Wanders. His designs reflect the past of KLM and give a new, surprising vision for the future. Viktor & Rolf have created the amenity kits, containing all passengers’ essentials for ensured comfort. The kits contain a toothbrush & toothpaste, socks etc. to make our customers feel as comfortable as possible.

Interactive entertainment

Passengers benefit from a state-of-the-art interactive entertainment system, with more than 85 films, over 150 TV programs, as well as 50 exclusive audio programs and over 200 CDs on an individual 17-inch screen. Passengers can also enjoy reading a wide range of international newspapers and magazines provided on board.

A wide range of menus

Special attention has been paid to the menus. Passengers can choose from:
- Menus designed together with “young European chefs”
- A wine list chosen by renowned sommeliers
- A light meal or a snack on night flights
- The continuous Skybreak service on flights lasting more than eight hours (assortment of small snacks and refreshments)

NEW FEATURES ON KLM ROYAL DUTCH AIRLINES’ BOEING 777

After having renovated its World Business Class cabins on its fleet of Boeing 747-400, KLM Royal Dutch Airlines is progressively transforming its Boeing 777-200 and 777-300s.

KLM Royal Dutch Airlines has also introduced a new World Business Class interior aboard its Boeing 777 fleet. Naturally, the standard matches that of the new World Business Class interior introduced aboard the Boeing 747 fleet. The design revolves around the new full-flat seat. The positioning of the new seats in the cabin and various other smart design elements ensure maximum privacy while sleeping or working. The 16-inch screen, operated with a touchscreen handset, adds to the luxurious Business Class experience. Furthermore, passengers have a dual-screen option that allows them to watch a movie and simultaneously play a game or chat.
Passengers can expect optimum travel conditions
ECONOMY CLASS & ECONOMY COMFORT

KLM Royal Dutch Airlines Economy Class and the Economy Comfort product on long-haul flights combine comfort and relaxation. Passengers can expect optimum travel conditions at the best value for money.
- Ergonomically-designed seats for maximum comfort.
- With the video-on-demand system on board the long-haul fleet, passengers can choose from a large selection of programs on the individual interactive screens built into the seat’s headrest.
- The possibility of receiving and sending text messages and e-mails.

Attentive service to meet individual needs

To ensure optimum comfort, KLM Royal Dutch Airlines offers personalized services
- The cabin crew speak several languages
- Seats allow passengers to rest and relax and are equipped with adjustable headrests and armrests and lumbar support
- Hot towels are distributed before the meal on long-haul flights
- A blanket and a pillow are provided for a full night’s sleep
- Activity sets for kids and baby care items, ensuring everyone enjoys their time on board
- A meal and a light meal, regardless of the flight duration, plus snacks on flights longer than 7 hours (including tubs of ice-cream).
Ergonomically-designed seats for maximum comfort
Economy Comfort

KLM Royal Dutch Airlines offers its customers extra comfortable seats with its “Economy Comfort” product on European and Intercontinental flights.

The Economy Comfort zone offers:
- Up to 10 cm (4 inches) more legroom
- Up to double the normal recline
- Seats in front of the Economy Class cabin

Passengers can reserve their Economy Comfort seat online when making their booking or via MyTrip (at www.klm.com) up to 48 hours before departure.

From the time passengers arrive at the airport, they have also the possibility of checking in at a self-service kiosk in a dedicated check-in area.

More legroom and more comfort in Economy class

The smart design of the new Economy Class seats creates extra legroom. In addition, the ergonomically optimised headrests offer improved neck support. Specially designed cushions as well as durable, high-density materials and a power outlet add to passenger comfort.

A new inflight entertainment system, featuring a larger 9-inch, HD-quality touchscreen, offers access to more than 150 movies and 200 TV shows in many languages, including many local movies. It also offers access to interactive 3D cards and a ‘seat chat’ app that allows travellers to communicate with passengers who are seated elsewhere in the cabin.

Another key improvement is that the new seats are the lightest in their class. Less weight means lower fuel consumption and, hence, lower CO₂ emissions.

Easier connections

- Before landing at Amsterdam-Schiphol, passengers are provided with updated transfer information (boarding gate number, departure time)
- Once on the ground, they can simply go straight to the boarding gate of their connecting flight
- Additional information can be found at one of the KLM Royal Dutch Airlines transfer desks
- Passengers can also use one of the self-service transfer kiosks at Amsterdam-Schiphol airport.
KLM Royal Dutch Airlines has two modern Crown Lounges at Amsterdam Airport Schiphol.
AT THE AIRPORT – BENEFITS THAT SAVE TIME

Passengers travelling in World Business Class and/or Elite and Elite Plus customers can benefit from a number of exclusive services:
- Dedicated check-in desks
- Priority baggage handling
- An additional baggage allowance of 10 kg (total of 30 kg)
- Two carry-on items
- Priority boarding
- Priority disembarking for World Business Class and Europe Select passengers
- Access to the KLM Royal Dutch Airlines Crown Lounges
- Fast-track customs and police formalities at Amsterdam Schiphol Airport (for flights between Schengen countries) and certain other European airports

THE LOUNGES AT SCHIPHOL

KLM Royal Dutch Airlines has two modern Crown Lounges at Amsterdam Airport Schiphol, one in the Schengen area as well as an Intercontinental Crown Lounge. Together the Crown Lounges offer over 1,440 seats over an area of 6,000 m2 and are equipped with entertainment rooms with individual screens with TV, music and games on demand. There is also a separate smoking room and several self-service buffet areas with a wide selection of warm, healthy meals, together with snacks and drinks. For passengers with a transfer there are relaxation areas with comfortable seats and showers (only in the Intercontinental lounge). For business travelers who are looking for a place to work, free WiFi, in-seat power and data ports in several seats and workplaces with a PC are available.

In October 2014, the Company officially started work at Amsterdam-Schiphol on the construction of a new World Business Class lounge for customers on intercontinental flights. By developing this new lounge, KLM Royal Dutch Airlines intends to meet the wishes of its passengers and offer more comfort, rest, relaxation and entertainment. These requirements will be met in separate areas, each with its own atmosphere and unique furniture. This new lounge will open its doors in 2016.
KLM Canada @KLMCanada

Congratulations Max Frank of #EdmontonChamber most knowledgeable of KLM product at Edmonton business lunch #FlyEIA
A fully digital trip

BEFORE AND AFTER YOUR TRIP, FIND AIR FRANCE AND KLM ROYAL DUTCH AIRLINES ON FACEBOOK AND TWITTER

On Facebook and Twitter, Air France and KLM Royal Dutch Airlines offer their customers 24/7 assistance, in an aim to provide even better service. KLM Royal Dutch Airlines answers questions 24/7 in eleven languages. Air France currently has a service in nine languages and answers questions 24/7 in French and English.

The Air France and KLM Royal Dutch Airlines Facebook pages currently have close to 14 million fans, and offer product and service information in addition to competitions and special offers. Both airlines are also active on Twitter with close to 3 million followers.

Air France answers passengers’ questions directly on its account @AirFrance. The Canadian account (@AirFranceCA) is dedicated to the commercial news in each country. KLM Royal Dutch Airlines also has an account dedicated to the commercial news in Canada (@KLMCanada).

APPS AND MOBILE WEBSITES

Air France and KLM Royal Dutch Airlines enable their customers with a smartphone to access free apps as well as mobile websites (http://mobile.airfrance.com and http://mobile.klm.com) to purchase a ticket and manage their reservations directly on their mobile.

The Air France apps and mobile website were completely redesigned in 2014. It is now possible to organize an entire trip on your mobile: choose a flight, select a paid option, buy your ticket, modify or cancel it. To benefit from these services, go to http://mobile.airfrance.com or download the app on the AppStore (iOS), Google Play (Android) and Marketplace (Windows).

AF CONNECT AND KLM CONNECT, AN EXCLUSIVE, FREE SERVICE

When booking their flight, customers benefit from AF Connect and KLM Connect, an exclusive, free service, with no registration or subscription, which proactively informs customers of any changes or irregularities during their trip.

NEW TRAVEL GUIDES

To help customers choose their ideal destination, Air France has launched Travel by Air France, its new travel guide. It enables customers to explore more than 60 destinations served by the Company worldwide, including Toronto or Montreal. According to the cities on offer, Air France has chosen interesting places, unusual addresses or events not to be missed. Travel by Air France also includes the views of many local and international personalities to illustrate each city.

On the KLM.com website, users can also enjoy a travel guide covering 657 destinations including some twenty destinations in Canada. It recommends hotels, restaurants, interesting places and practical information on the airport, transport to the city, visas and local currency. It also contains updated information on local events and the weather.
SkyPriority: exclusive advantages from check-in to baggage delivery
SkyPriority: exclusive advantages from check-in to baggage delivery

SkyPriority provides exclusive SkyTeam benefits at airports for the 20 alliance members to provide a seamless travel experience for passengers traveling in La Première / Business / Premium Economy or SkyTeam Elite Plus members.

SkyPriority is present at Toronto, Montreal, Vancouver, Calgary and Edmonton international airports. Easily recognizable, the “SkyPriority” logo appears on boarding passes and on all signage at airports. The service offers eligible passengers priority check-in, faster and privileged access to security controls as well as customs clearance and priority boarding free of charge. SkyTeam is the first airline alliance to offer its Premium passengers a set of priority ground services. Today, this service is available at more than 1,064 airports worldwide.

OVER 1,000 DESTINATIONS WITH SKYTEAM

The airline alliance SkyTeam today has 20 members worldwide. It offers customers a comprehensive package for the transport of passengers and cargo. Member airlines have established alliances to expand their services and increase their growth prospects on all their markets.

When they travel on one of the 20 SkyTeam member airlines, customers enjoy unique facilities to travel on flights of several airlines. They can earn miles for different airlines and enjoy access to over 520 lounges worldwide. In total, the 20 members of SkyTeam serve over 1,064 destinations in 178 countries.
Flying Blue: the leading frequent flyer programme

Flying Blue, the leading frequent flyer programme in Europe with 24.5 million members, has 31 airline members and more than 100 non-airline partners.

The more members travel, the more their loyalty is rewarded. With Flying Blue, customers can access many services specifically designed to make their trip even more enjoyable.

At www.airfrance.fr and www.klm.com, members can access their account, directly obtain «award tickets» or have their accounts updated with Miles.

At www.flyingblue.com, they can easily book promotional «award tickets» which are only available online: Primes@Promo. It also includes all the various ways to earn or spend Miles and an exhaustive list of all offers available with programme partners in the «Flying Blue Store».

For new members, the presentation of Flying Blue is very detailed with a description of the benefits linked to the various different statuses explained with videos and tutorials.

www.flyingbluenews.com