SAS ready for take-off to Los Angeles

Today, SAS’ very first flight from Stockholm to Los Angeles takes off. It is SAS’ 5th direct route to the US and a part of the airline’s major long distance investment. The route Copenhagen – Boston will start up in the end of March and in September SAS will start operating to Miami from both Copenhagen and Oslo. SAS’ new long haul cabins have received excellent reviews from the customers, and include features such as a new entertainment system and Wi-Fi in all classes.

SAS has a history with California. The first route between Scandinavia and Los Angeles started up back in 1954 – as the first airline ever to cross the Polar area. This was made possible thanks to SAS’ own navigation technology, which also shortened the distance by some 1000 kilometers. Competitors didn’t catch up until five years later, which meant that SAS during a long time were of great importance especially to those who worked within the film industry and travelled between the US and Europe.

– It means a lot to be able to re-introduce our historical route to Los Angeles. With the startup of the route Stockholm – Los Angeles with daily departures, we are once again connecting two highly dynamic and innovative regions in the world, says Rickard Gustafson, President and CEO at SAS.

Brand new cabins are a part of SAS’ investment in the long distance fleet. Eight existing planes have been completely rebuilt, and two brand new planes were introduced in the fall of 2015. In the new cabin, material and color choices have been selected to create a calm and welcoming atmosphere. The seats in SAS Go and SAS Plus are designed with generous storage which creates extra space. In SAS Business, all seats have direct access to the mid-aisle and the seats are also completely foldable to bed position. The beds in SAS Business are dressed with bed clothes from Hästens. In the entire cabin there is a new entertainment system with HD screens and a wireless internet connection.

– SAS probably has the best Business class offered between Europe and the US at the moment. Our customers are very satisfied with everything from the seats and the entertainment to the WiFi and the design, and our new service concept has received excellent reviews. We are happy to see our investments paying off in such a great way, which also has been demonstrated by SAS recently being elected to Best Intercontinent airline at the travel business’ equivalent to the Oscars, says Rickard Gustafson.

SAS currently operates on long-haul destinations from Scandinavia to New York, Washington DC, Chicago, San Francisco, Beijing, Shanghai, Tokyo and Hong Kong. Later during 2016, SAS will start up routes from Scandinavia to Boston and Miami.

Time table Arlanda – Los Angeles
Departures daily from Arlanda with SK939 at 9:50 AM, arriving in Los Angeles at 12:15 PM.
Departures daily from Los Angeles with SK940 at 2:15 PM, arriving at Arlanda at 10:00 AM.

Facts about SAS’ new cabins
Images of the new cabins are available for download here.

SAS Go
Seat configuration: 2-4-2
Pitch: 31”/32”
On-demand entertainment system with 9” HD screens
One outlet per double seat and an individual USB outlet

SAS Plus
Seat configuration: 2-3-2
Pitch: 38”
On-demand entertainment system with 12” HD screens
Individual outlet and USB outlet

SAS Business
Seat configuration: 1-2-1
Direct access to the mid-aisle from all seats
Complete bed position with at least a 196 cm bed length
Seat with massage feature
On-demand entertainment system with 15” HD screens
Individual outlet and USB outlet

More details on the updated cabin are available here.

For more information, please contact:
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SAS is Scandanavia’s leading airline with daily flights to destinations in Europe, USA and Asia. SAS is a member of Star Alliance™ and, together with 26 partners, we offer more than 1300 destinations worldwide in 193 countries. For more information, visit www.flysas.com