

TRUE TRAVELERS SINCE 1946

Throughout the years, SAS have had four different liveries all with its own history. Common for all liveries is that each one is a bit of contemporary art, reflecting its time.

THE DRAGON AGE



The first ever SAS livery centered around a symbol common to all three Scandinavian countries: The dragon longship. It was designed by Rune Monø and remained with SAS well into the Jet age.

THE STRIPES



After almost four decades of longships, a makeover of the SAS image took place. A new livery was introduced, with a white fuselage and the characteristic Scandinavian belly stripes.

THE BLUE TAIL



With the introduction of the Boeing 737 NG SAS entered a new era. A blue colored tail, red engines, and a redesigned corporate logo highlighted the new corporate identity program.

THE FUTURE



The brand new SAS livery reflects a milestone of the new corporate identity that was launched together with "We are travelers" in 2016. It is both a tribute to the Scandinavian heritage and a step into the future.

See more at flysas.com/newfleet

THE SCANDINAVIAN WAY



SAS

EXPLORE THE NEW LIVERY

SAS has made the world accessible to travelers and brought people together for over 70 years.

Our task is now to ensure that also future generations can experience the value of travel and societal and personal growth made possible by visiting places, connecting with loved ones and continuing to do businesses across the world – and we will do so with reduced climate impact.

To make this happen we need to move from old truths to new solutions.

Redesigning our livery is the visual proof of the future of SAS and a new era. It is a modern take on Scandinavian design and to highlight the future of SAS. The new Airbus A350 and A320neo, the market's most modern and fuel-efficient aircraft, will be the first to feature the new design. The livery shows our uniquely character and approach, and is a continuation and affirmation of a long proud history of developing and promoting Scandinavian values, including:

- Value co-operation, creativity, equality and mutual respect between people
- Feed a steady appetite for innovation and technological progress
- See sustainability, in all its aspects, as the core of what we do

I'm confident that travelers from Scandinavia will recognize their home, while global travelers will encounter the renowned feeling of the Nordics.

Welcome on board toward a sustainable journey.

Rickard Gustafson,
SAS President and CEO

TRAVELERS FOR THE FUTURE

The new SAS livery is all about the details. Every line drawn and color chosen to make it feel like home to us, and like Scandinavia to the world. It reflects the iconic history of the airline, while also pointing to a sustainable future. Here are some of the highlights.



TAIL

Signature blue

The tail continues to be SAS blue, but the signature color is extended and sweeps down under the belly in an elegant line aligned to the shape of the tail.

FLAGS

Uniquely Scandinavian

The traditional Scandinavian flags which the livery since the beginning has featured in different versions and sizes, has been updated to a new modern look.



LOGO

Shining brighter

The front of the plane now features a large SAS logo, in a silver gray tone.



ENGINES

Silver metallic

The engines are now silver metallic with the tag 'Scandinavian' in dark gray and the crowns are SAS blue.

BELLY

Enjoy the view

The tag 'Scandinavian' under the belly has been extended and is now more visible from the ground.



WINGS

Beautiful on the inside

The sharklets are still blue, however only the inside of the sharklet now features a SAS logo.

FUSELAGE

Shades of gray

The previous gray color on the fuselage has been updated to a fresher shade of gray.

