



JAL Reveals Plan to Install Brand New Seats in Every Cabin Class on Its International 777-300ER Fleet

New Cabins Debut on Tokyo =London route in January 2013

TOKYO August 16, 2012: Japan Airlines (JAL) today announced plans to install brand-new seats in every cabin class on its international fleet of 777-300ER aircraft.

The newly-designed seats will debut on the daily service between Tokyo (Narita) and London (Heathrow) from January 2013, and will progressively be expanded to New York (John F Kennedy) and mainly on other long-haul Europe and North America routes in JAL's network.

Every new seat, significantly superior to their preceding models, will offer customers in all four cabin classes a leap forward in comfort level, functionality, and the overall onboard experience. JAL will start refitting 13 of its flagship 777-300ER aircraft with these seats; 8 in First, 49 in Business, 40 in Premium Economy and 135 in Economy Class. Subsequently, JAL will introduce the latest full-flat Business Class beds on its fleet of 767-300ER, followed by a complete renewal of seats in every other class of travel commencing from the second half of 2013.

A foremost highlight of the renewal is the fully flat beds in Business Class arranged in an innovative layout that offers every customer unobstructed access to the aisles. The improved hardware promises greater privacy, enhanced functionality and a personal TV screen almost twice the size than before, providing customers with a luxurious personal space and ambience akin to a first class experience. Similarly in the latest JAL Premium Economy and Economy Class, customers can expect seats that are a cut above the standards of previous models, and arguably comparable to being upgraded a class ahead.

“Drawing from our customers’ feedback, we continue to make earnest efforts in creating services with originality and innovative products that can meet and exceed their expectations,” said Takahisa Hatakeyama, Vice President of Product & Service Strategy Development of Japan Airlines. “Extensive research and planning have gone into the selection of these new products, and with the roll-out including other upcoming services, we hope to deliver on our promise to offer our customers excellence in safety and quality, and to express our gratitude for their support as we endeavor to reestablish ourselves as a leading air transport company that can continuously serve the traveling public.”



More details of JAL's newest seats will be announced in the middle of next month, alongside other unique upgrades planned for JAL's in-flight services and meals. In line with the JAL Group's Corporate Policy to provide unparalleled service and quality products, and in aiming to be its customers' most-favored airline, JAL will soon be bringing an entirely refreshed and enhanced travel experience to valued customers.

Latest Seat Features

■ First Class

- Redesigned to raise the functionality and sense of prestige befitting First Class, while retaining the qualities of the highly-appraised current JAL SUITE seat.
- Personal TV screens enlarged 20% from 19 inch to 23 inch.

■ Business Class

- Full, lie-flat seats with expanded seat width
- Unobstructed access to the aisle from every seat
- Greater privacy providing customers a luxurious personal space and ambience akin to First Class
- Enlarged personal TV screen from 15.4 inch to 23 inch (compared to the current JAL SHELL FLAT NEO) – one of the largest screens available in Business Class in the skies today

■ Premium Economy

- Retained the fixed-backrest feature for an undisturbed space even when the passenger in front reclines.
- Widened seat pitch by approximately 10 cm (4 inch) for more legroom.
- Enlarged personal TV screen size from 9 inch to 12.1 inch

■ Economy

- Widened seat pitch by 5-7 cm (2-3inch) owing to a slimmer seatback design
- More spacious seat width between the arm-rests, broadened by up to 2 cm (0.8 inch)

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