



JAL SKY SUITE Configured Boeing 777-200ER Receives Good Design Award 2016

Tokyo September 29, 2016: Japan Airlines (JAL) today received Good Design Award 2016 for its JAL SKY SUITE configured Boeing 777-200ER. This newly revamped aircraft was introduced on select international routes in June 2016, and is currently operating on the Tokyo (Haneda) = Bangkok and Tokyo (Haneda) = Singapore routes.

JAL SKY SUITE configured Boeing 777-200ER aircraft developed under the theme of “Designed to evoke a one-class higher feel.” Business Class is retrofitted with the new fully-flat seat JAL SKY SUITE III and Premium Economy Class has the well-received JAL SKY PREMIUM seat. Economy Class is fitted with JAL SKY WIDER seat boasting New Spacious Economy. All of these new seats have received favorable feedback from customers.

The Good Design Award is selected through the comprehensive examinations which require not only beautiful appearance but also quality, user-friendliness as well as functionality or innovativeness etc.

JAL will be progressively introducing this newly revamped aircraft on the Haneda = Hong Kong route, and Honolulu routes from Haneda, Tokyo (Narita), Osaka (Kansai) and Nagoya (Chubu) in order to deliver more comfortable inflight experience to customers.

JAL is greatly honored to receive this award, and will continue to embrace new challenges to provide customers with more innovative products and high-quality services.



JAL SKY SUITE III (Business Class)



JAL SKY PREMIUM (Premium Economy Class)



JAL SKY WIDER (Economy Class)

■Overview

Business Class seat “JAL SKY SUITE III” is a new fully-flat seat which ensures privacy and pursues comfort. Ample space ensures comfort, soothing rest and sleep in a lie-flat bed position by dimensionally crossing the foot position of the central seats. Premium Economy Class is fitted with the reputable JAL SKY PREMIUM seat which has already been introduced on other JAL SKY SUITE configured aircraft, and JAL SKY WIDER seat for Economy Class offers up to 10cm more legroom in a 3-4-2 seating configuration. These improvements provide easier choice of seat and aisle access to meet diverse customer needs in all classes.

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■Points of Evaluation (summary from judges' comments)

Given the feature of medium-haul international routes which serves both business and leisure customers, the cabin seats in each class are arranged innovatively. Especially, usage of space in Business Class is exceptionally outstanding, as the maximum personal space is secured through incorporating an overlapping design in the central seats. Consideration is also given to neighboring passengers, such as installing a movable partition between seats to ensure privacy. The seat is designed to offer enhanced comfort during the flight through innovative utilization of room in the limited cabin space.

About Good Design Award

The Good Design Award is a comprehensive design-promotion system that picks good design out of a variety of unfolding phenomena, and aims to enrich our lives, industries, and society as a whole by highlighting and celebrating these works. It is hosted by the Japan Institute for Design Promotion, a public interest incorporated foundation. It's precursor, the Good Design Selection System (or G Mark System), was founded in 1957 by the Ministry of International Trade and Industry (the current Ministry of Economy, Trade and Industry), and has been engaged in this work for about 60 years. Submissions come from a wide range of fields, and roughly 1200 designs are recognized every year. Over 59 years, around 43,000 designs have been recognized by the awards. Recipients of a Good Design Award are granted use of the G Mark symbol, which has been an emblem of good design for over half a century.

About Japan Airlines

Japan Airlines (JAL) was founded in 1951 and became the first international airline in Japan. A member of the oneworld® alliance, the airline now reaches more than 305 airports in 51 countries and regions together with its codeshare partners with a modern fleet of more than 220 aircraft. JAL Mileage Bank (JMB), the airline's loyalty program, has reached over 30 million members worldwide. Awarded the most punctual major international airlines in 2009, 2010, 2012, 2013 and 2015, JAL is committed to providing customers with the highest levels of flight safety and supreme quality in every aspect of its service, and aims to become the most preferred airline in the world.

For more information, please visit <http://www.jal.com/en/outline/>

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