

MEDIA RELEASE

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ADELAIDE TO BECOME LAUNCH DESTINATION FOR SINGAPORE AIRLINES' NEW A350-900 MEDIUM-HAUL AIRCRAFT

Singapore Airlines has unveiled Adelaide as the launch destination for its first Airbus A350-900 aircraft fitted with all new medium-haul cabin products.

Launching on 18 December from Adelaide, subject to regulatory approval, flight SQ278/279 will be operated daily by the two-class, 303 seat A350-900, providing South Australian customers first access to an unparalleled level of comfort and technology.

The new A350-900 medium-haul aircraft is equipped with the Airline's recently launched new medium-haul Business Class and Economy Class cabin products and features 40 seats in Business Class and 263 seats in Economy Class. The Business Class cabin boasts a 1-2-1 seat arrangement, providing every customer with direct aisle access, while the Economy Class cabin will be arranged in a 3-3-3 configuration.

The A350-900 medium-haul will be fitted with the latest Thales AVANT inflight entertainment system. Designed with a new user interface that offers a more intuitive user experience and navigation options, customers will be able to enjoy Singapore Airlines' *myKrisWorld* personalised in-flight entertainment (IFE) now with even greater control.

Customers will receive content recommendations based on their preferences and viewing history, while KrisFlyer members can continue to bookmark and resume content, as well as customise and save preferences and playlists for their subsequent flights. KrisFlyer members and Business Class customers will also have access to additional in-flight entertainment content choices.

Complementing this experience, customers can select their choice of playlists from the SingaporeAir mobile app prior to the flight, and transfer these selections to *myKrisWorld* by pairing their personal electronic devices with the onboard system via Near-Field Communication (NFC).

Furthermore, customers will have access to high-speed in-flight WiFi service onboard the new A350-900. The aircraft will be equipped with Inmarsat GX Aviation's broadband connectivity system, offered through SITAONAIR.

Deployment of the A350-900 will deliver an almost 7% increase in overall capacity to the city creating more opportunities for South Australians to explore the world, and for the world to explore South Australia.

Singapore Airlines Regional Vice President, South West Pacific, Mr Philip Goh, said it was exciting that Adelaide had been selected as the launch destination ahead of the airline's 35th anniversary of operations to the city.

"We have proudly operated services to Adelaide since 1984 and the deployment of our first A350-900 medium-haul aircraft with our new medium-haul cabin products to the South Australian capital is an exciting new chapter in our 34-year history," Mr Goh said.

"The decision to deliver increased capacity to the city reinforces our commitment to South Australia and will provide more opportunities to grow inbound and outbound travel.

"The introduction of the new aircraft will allow us to better serve the South Australian travel market and continue to provide our customers with a premium service offering.

"I am sure our South Australian customers will embrace being the first in the world to experience the new medium-haul cabin products onboard the A350."

Managing Director of Adelaide Airport, Mr Mark Young, welcomed the announcement and said Adelaide customers would again have an opportunity to be among the first to access the latest in aircraft comfort and technology.

"We're excited that one of Adelaide's longest serving international airlines has chosen Adelaide to launch its new aircraft, and in turn boosting capacity," Mr Young said.

"The combination of the Airbus A350-900 technology fitted with the latest cabin product and on top of Singapore Airlines' outstanding levels of service will boost what is already one of Adelaide Airport's strongest routes."

Mr Goh also announced that Brisbane would be the second Australian city to receive the A350-900 with the medium-haul cabin products, subject to regulatory approval.

"To better meet the growing demands of the market in Brisbane, we will deploy the medium-haul A350-900 with more Economy Class capacity to Queensland next year," Mr Goh said.

"This aircraft change will happen once we receive the second of our A350 aircraft fitted with the medium-haul product."

The change will increase the number of seats available on a weekly basis between Brisbane and Singapore by around 5%.

New Business Class

The new medium-haul Business Class seats have been manufactured by Stelia Aerospace and are arranged in a forward-facing 1-2-1 staggered configuration to provide every customer direct aisle access. With each seat able to recline directly into a 76" fully-flat bed, Business Class customers can rest in more comfort, even on the shortest flights. Each seat measures up to 26" in width with retractable armrests that can be raised and lowered.

Whether travelling alone or with a partner, adjustable dividers at the centre seats provide for a customised level of privacy to suit individual preferences.

Customers can also look forward to other features to enhance their travelling experience, such as ample stowage space for personal items, a business panel with in-seat power supply and USB ports, and integrated reading light unit with adjustable lighting intensity and a personal 17" full high-definition touchscreen monitor.

New Economy Class

The new Economy Class seat has been designed and built by RECARO and also offers customers an enhanced in-flight experience.

Arranged in a 3-3-3 configuration, each of the 263 Economy Class seats has an ergonomically-designed contour backrest that provides greater comfort, and a six-way adjustable headrest with foldable wings to provide more neck support.

Economy Class customers can also enjoy an enhanced entertainment experience on their personal 11.6" full high-definition touchscreen monitor, as they browse from the selection of more than 1,000 movies, TV shows, audio programmes and games on *myKrisWorld*.

Other features that Economy Class customers can look forward to include personal storage space for small personal items, a coat hook, USB port and in-seat power supply.

The A350-900 features higher ceilings, larger windows, an extra wide body delivering more space and comfort as well as lighting designed to reduce jetlag.

Singapore Airlines ordered a total of 67 Airbus A350-900 aircraft, 21 of which are already in the fleet and have been fitted with Business, Premium Economy and Economy Class, long-haul cabin products.

In October this year Singapore Airlines will take delivery of the world's first A350-900 Ultra Long Range (ULR), which will be used to re-start non-stop flights between Singapore and Newark. The ULR aircraft will be fitted with 67 Business Class seats and 94 Premium Economy Class seats.

High-resolution images of the medium haul cabin product to be featured on the A350-900 as well as video of the aircraft in Singapore Airlines livery can be downloaded from: <https://bit.ly/2LZvceD>

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About Singapore Airlines

Singapore Airlines (SIA) has proudly serviced Australia since 1967, currently operating 137 weekly flights from six Australian cities to Singapore. Alongside its regional wing, SilkAir, and low-cost carrier Scoot, SIA provides access to a global network of 137 destinations in 37 countries and territories through the world-famous Changi Airport hub.

SIA recently took delivery of the world's first Boeing 787-10 Dreamliner, and unveiled brand-new regional Business Class products to be fitted along with its newest Economy Class product on an initial 20 of the aircraft to enter the Airline's fleet, representing an US\$350 million investment.

For full details on SIA group's current services from Australia, please see below:

SINGAPORE AIRLINES		
Sydney	35 flights weekly	Airbus A380 (New Product), A380, B777-300ER
Melbourne	32 flights weekly 4 flights weekly (Melbourne – Wellington)	Airbus A380, A350-900, Boeing B777-300ER, Boeing 777-200 Boeing 777-200
Perth	28 flights weekly	Airbus A330, Boeing 787-10, Boeing B777-200ER, Boeing 777-200
Brisbane	28 flights weekly	Airbus A350-900, Boeing B777-200ER
Adelaide	7 flights weekly	Airbus A330
Canberra	7 flights weekly	Boeing 777-300ER
SILKAIR		
Darwin	6 flights weekly	Boeing 737-MAX 8
Cairns	5 flights weekly	Boeing 737-MAX 8
SCOOT		
Sydney	7 flights weekly	Boeing 787-8, Boeing 787-9
Melbourne	6 flights weekly	Boeing 787-8, Boeing 787-9
Perth	7 flights weekly	Boeing 787-8, Boeing 787-9
Gold Coast	4 flights weekly	Boeing 787-9

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