

JAL to Introduce Domestic First Class for the First Time & New International JAL Premium Economy in FY2007

Tokyo, January 17 2007: Japan Airlines will introduce new service improvements including a first-time ever first class service on domestic flights, and a new international service class, “JAL Premium Economy” in FY2007 (the fiscal year from April 1st 2007 to March 31st 2008).

Additionally, JAL is planning to improve in-flight meal quality and to introduce new seats in all present international passenger classes, First, Executive (business class) and Economy class in FY2008.

The new service and product improvements come as a response to customer feedback.

Introducing JAL’s Domestic First Class service

JAL will introduce First Class on JAL domestic flights and is making preparations to start accepting reservations from autumn of 2007.

In June 2004, JAL introduced ‘Class J’ on domestic flights to replace an earlier business class service, called ‘Superseat’. The concept of ‘Class J’ was to enable as many customers as possible to enjoy space with comfort for a small supplement. At present, JAL offers about 8 million ‘Class J’ seats a year (based on planning for FY2007). The average usage rate is more than 85%, indicating the popularity of the service, which has contributed significantly to increasing domestic passenger income.

At the same time, there have been requests from some customers for a higher class of service, and to respond to these customers’ requests JAL has decided to introduce First Class on JAL domestic flights. The new class will be introduced on key trunk routes, where there will be three classes of service the first time in JAL’s history.

JAL will announce further details before the start of reservations

Domestic first class outline - plans

Item	Content
Service name	First Class
Service concept	Respecting the passenger’s private space and time, with the highest level of service
Launch date	Reservation to start from Autumn 2007 –
Intended routes	Haneda (Tokyo)-Itami (Osaka) / Tokyo-Fukuoka routes. Emphasis on trunk routes.
Aircraft type	Boeing 777-200 aircraft – 15 aircraft in all.
Seat number	14
Seat configuration & pitch	Seat rows arranged in a 2-2-2 plan with 50 inch (127 cm) seat pitch (10 inches - 25 cm - more than the former Superseat - and more spacious).
Seat specification	<ul style="list-style-type: none"> - Wide seat & seat back will provide the same comfort and space as a sofa in one’s own home. - Big degree of recline with comfortable leg rest and footrest. - Soft, fine quality leather seat covering. - Maximum privacy will be enhanced by a center console* with a wood finish and large table. - The customer friendly principles of Universal Design will be applied throughout.
Service details	Similar to the former Superseat service, including meals, alcoholic beverages, dedicated check-in counter priority baggage handling, coat service, slippers and headphones. Other items under consideration.
Fares and charge	Currently under consideration

*Centre console: wide arm rest between seats

(See below: image of seat)

For customer & general enquiries, please contact your local JAL office: www.jal.co.jp/en/information/inter/branch/

Journalists with media enquiries, please contact the press office: geoffrey.tudor@jal.com / stephen.pearlman@jal.com
 Tel: 81-3-5460-3109 / Fax: 81-3-5460-3108/ www.jal.com/en/corporate/

International Routes - Introduction of New Products and Services

To strengthen products and services on international flights, JAL will introduce the JAL Premium Economy in FY2007, and is preparing to introduce new seats on all classes, First, Executive (business class) and Economy, in FY2008.

1) JAL Premium Economy

To respond to customer feedback for a higher degree of comfort than in normal Economy Class, JAL has decided to introduce 'JAL Premium Economy'. New seats are being developed based on the design of the JAL Shell Flat Seats in Executive (business) Class.

International Premium Economy class outline - plans

Item	Content
Service name	JAL Premium Economy Class
Service concept	Providing roomy and comfortable space
Launch date	Reservations from Autumn 2007
Intended routes	Mainly key Japan-Europe and Japan-USA routes
Aircraft type	Boeing 777
Seat number	About 40
Seat configuration & pitch	- Seat rows arranged in a 2-4-2 plan (present arrangement 3-3-3) with 38-inch (97 cm) pitch. (20% greater than regular economy). - Independent cabin space in front of regular Economy class
Seat specification	- Shell-type seat back under development to enable seat to slide forwards when reclined - Private space enhanced by a center console - Leg rest in addition to foot rest - Large-size table with plenty of space for e.g. personal computer etc. - Personal computer power sockets for all seats - The customer friendly principles of Universal Design will be applied throughout.
Service details	In addition to the regular economy class service but considering use of airport lounges and in-flight amenities also include slippers. Other items under consideration.
Fares and charges	Currently under consideration

(See below: image of seat)

2) Other new products and services

JAL plans to renew various other products and services, including in-flight meals, from FY2007. Additionally, JAL is planning to introduce new seats in all international classes in FY2008. The airline will announce details later.

Below are images of the two seats:

Images of New Domestic First Class Seat



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Premium Economy Class Class Seat Concept



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