

Backgrounder 2F

THE NEW SINGAPORE AIRLINES BUSINESS CLASS

Singapore Airlines Business Class is recognised the world over as the epitome of business class travel.

A stylish combination of enhanced personal space, functionality and leading-edge innovation, the new Singapore Airlines Business Class detracts from the norm. These, combined with the Airline's trademark Asian hospitality and world-renowned service, help rejuvenate even the most jaded business traveller.

The new Singapore Airlines Business Class seat can be found on new aircraft joining the Airline's fleet, including the B777-300ER, the A380 and the A340-500.

The World's Widest Full-Flat Business Class Seat

- Developed together with James Park Associates, the same designers who gave the Eastern & Orient Express its opulent interior, the Singapore Airlines new Business Class product is the largest ever to be introduced in the airline industry.
- Measuring 30-inches in width, the new Business Class seat is almost 50 per cent wider than most products in this class. The wide seat, together with its recline, leg rest and ottoman features, allows customers the freedom to relax in the seating and lounging postures that they most prefer throughout the flight.

The innovative design allows the new product to be converted into one of the largest full flat bed in its class. The 76-inch long bed with a generous 30-inch width enables customers to sleep in their natural sleeping positions.

- Designed to provide even more personal space and privacy, the new Business Class seats are arranged in a forward facing, four abreast (1-2-1) configuration that offers all customers direct access to the aisle.
- Featuring leather seats in a soothing mocha and camel colour scheme, the new Business Class seat exudes class and sophistication. Every seat also has a fixed back shell that extends to the sides for enhanced privacy.

- For the business traveller who prefers to work in-flight, the new Business Class is easily converted into an office with its height adjustable table, well positioned reading lights, in-seat laptop power supply and USB ports.
- Other intelligent and thoughtful features include:
 - Side panels that extend to the side for maximum privacy
 - All centre overhead stowage bins have been removed for increased headroom
 - Clever stowage features, including compartments for gloves, spectacles and cabin baggage
 - Personal vanity mirror for customers to freshen up before touch-down
 - Large height adjustable table which can be used even when the seat is transformed into a flat bed
 - Two personal reading lights enable customers to read or work when cabin lights are dimmed

World Gourmet Cuisine

- World Gourmet Cuisine, an exquisite combination of international and local delicacies, as well as tantalising signature dishes from our International Culinary Panel, will whet the appetites of even the most critical epicurean traveller.
- Customers travelling on the Airline's new Business Class can look forward to even more refined service and dining experience with restaurant-style full table settings on long-haul flights.

The Finer Touches

- The relaxed and contemporary setting in the new Singapore Airlines Business Class is enhanced with soft finishing, and amenities designed by world-famous French fashion house, Givenchy.

Other luxuries available to our Business Class passengers include:

- Eyeshades and foot sockettes
- Padded blankets designed by Givenchy
- Restrooms stocked with L'Occitane fragrance, moisturiser and aftershave
- Soft earplugs, available on request
- Specific seat selection at the time of booking or check-in, except on the Kuala Lumpur service
- Exclusive check-in counters at airports world-wide, offering personalised and efficient service

- Express check-in for customers without checked baggage, located at Singapore Changi Airport Terminal 2, Row 5 and Terminal 3 at Row 6.

Regional and Medium-Haul Business Class seat

Customers travelling on Singapore Airlines' A330-300, and selected B777-200 and B777-300 aircraft will get to experience a new Business Class seat specially designed for medium-haul travel.

Developed by Weber Aircraft LP, the Singapore Airlines regional and medium-haul Business Class seats are arranged in a forward-facing, six-abreast (2-2-2) configuration.

- The incline lie-flat seat (with a gentle 8-degree incline inflight) also features an advanced control panel that allows customers to personalise their seating preference or select from the various seat-preset options to get into a comfortable sitting, resting or sleeping position with ease.
- The seat also features a six-way adjustable headrest and lumbar support, providing the customer a more comfortable rest and maximum ergonomic support.
- Every seat has a fixed back shell that offers enhanced privacy. For even greater privacy, customers may also use the discrete personal screens between seats.

Stowage areas have also been thoughtfully created and designed to accommodate customers' personal items within easy reach including:

- Laptop and portable media devices stowage areas
- Water bottle stowage areas
- Deep recessed cup holders
- Stowage areas for other personal items such as glasses and reading materials.
- Coat hook

Inflight Entertainment

- Customers can enjoy KrisWorld, Singapore Airlines' award-winning inflight entertainment system on a large 15.4-inch screen on the Airline's B777-300ER, A380-800, A330-300, and A340-500 aircraft.
- Phitek's ANR® anti-noise headsets provide crystal clear sound as customers enjoy the latest blockbusters and popular TV programmes.

* * *

Issued by Public Affairs Department
Singapore Airlines Ltd