

Backgrounder 2G

ECONOMY CLASS

Singapore Airlines' Economy Class has always captivated travellers around the world. In the 1970s, customers enjoyed many unique and value-added services that were previously unheard of, such as a choice of meals, free drinks and free headphones.

Through the use of innovative design and the newest materials, the Economy Class seat today offers customers more privacy, comfort and leg and knee room.

Inflight Comfort

- The brand new Economy Class seat is available on the Airline's B777-300ER, A330-300 and A380-800 aircraft.
- The result of intensive research and customer surveys, the new Singapore Airlines Economy Class seat is ergonomically designed to provide customers with an unsurpassed level of comfort. Leveraging on advance technology, the seat boasts of smart features and elegant finishes, including:
 - Special seat design which offers customers more personal space and increased legroom
 - Front mounted footrest for maximum comfort
 - Height adjustable leather headrests with side panels which can be folded for head and neck support
 - The handset is installed on the seatback for easier access
 - Intelligent stowage features such as coat hook and spectacle receptacle to enhance travellers' personal space
 - Adjustable personal reading light
 - Larger personal LCD monitor
 - Givenchy-designed fabric seat cover
 - Inseat power supply
- The new Economy Class seat will be fitted on all new aircraft type joining the fleet.

Inflight Cuisine

- Singapore Airlines is proud to serve its customers an unsurpassed selection of food, wine and beverages specially designed by a panel of world-renowned chefs and international wine masters.

Inflight Entertainment and Staying Connected

- Singapore Airlines provides every customer in Economy Class with a personal video monitor and handheld control unit, enabling them to enjoy KrisWorld, Singapore Airlines' award-winning inflight entertainment system, as well as a personal telephone in every seat.
- KrisWorld is installed on board all Singapore Airlines aircraft, offering customers the latest selection of programming and games in the industry.
- Customers flying on Singapore Airlines' new Economy Class onboard its Boeing 777-300ER, Airbus A330-300 and Airbus A380-800 aircraft can enjoy movies and TV programmes on KrisWorld on larger personal LCD monitors at 10.6".
- In-seat laptop power supply is also available on the Airline's new Economy Class for the customers who would like to work on board.

Inflight Amenities

- Singapore Airlines has introduced its own brand of on-board amenities including individual toothbrush, toothpaste and knitted sock packs. Mouthwash, skin moisturisers, cologne and after-shave lotions are available in the lavatories to keep customers feeling fresh.
- Eyeshades and ear plugs are also provided on request to help customers sleep more comfortably.
- Complimentary Singapore Airlines postcards, playing cards and writing kits are also available on a request basis.
- Young travellers below the age of 12 are also treated to exclusive Cartoon Network collectible items on all flights to and from Singapore, except those to and from Kuala Lumpur.

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