



GIVE TODAY'S WORLD TRAVELLER EXACTLY WHAT THEY WANT.

PRESENTING THE EVOLUTION OF A NEW CLASS OF SEATING PLEASURE.

What's important to today's frequent flyer is of critical importance to all of us in the industry. While it's one thing to listen, it's quite another to respond and, changing demands for greater comfort and elevated levels of service – for the right price – have resulted in the evolution of a new class of seating pleasure now available on a growing selection of international routes.

Welcome Premium Economy.

Air Canada's International flights once offered 2 levels of seating class: International Business and Economy Class. Yet a new breed of traveller who, whether travelling long hours for work or simply looking to break the routine of long-distance travel, realized the value of arriving fresh, well-rested and ready-to-go. The solution to this very real need is Premium Economy – offering international passengers a new lease on overall comfort and service at a moderate price.

What this means to our industry – to our travel partners – is a fresh opportunity to grow our business, offering customers an added level of choice to further satisfy their needs at an intermediate price. Premium Economy becomes a timely solution for everyone as it underlines our ability to deliver on each passenger's appetite for the choice they demand.

Win – win.

IF BIGGER WASN'T BETTER, WE COULDN'T CALL IT PREMIUM.

Premium Economy speaks to our long-distance frequent-flyer on multiple levels. To begin with,

Premium Economy has its own dedicated cabin while a commitment to greater comfort is realized through offering a larger distance-between-seats pitch (96.5cm), added recline capacity (17.8 cm), a fully-adjustable headrest – plus reading lights and ambient mood lighting to better control your environment plus in-seat power to charge up their electronics. Premium Economy pampering continues with its increased baggage allowance; priority boarding, check-in and baggage handling; premium cuisine, including complimentary wines and spirits; a hot towel with every meal service* plus complimentary copies of preferred newspapers and enRoute. An amenity kit (basic toiletries) rounds out the offer together with a comfortable pillow and blanket to enjoy some precious downtime. In addition, a single-pin audio jack allows for accessing your own collection while the option of accessing hundreds of hours of top-rated, on-demand entertainment on an enlarged, top-rated, on-demand entertainment on an enlarged, personal screen awaits your command.

*International flights



AIR CANADA ROUGE OFFERS PASSENGERS ITS OWN BRAND OF ELEVATED COMFORT WITH PREMIUM ROUGE.

All Air Canada rouge flights offer Premium rouge service. Pre-boarding extras including priority check-in, complimentary access to Maple Leaf lounges** and priority boarding while, onboard, passengers enjoy seats offering greater legroom and added recline together with premium cuisine and beverages, plus hours and hours of wireless inflight entertainment on a complimentary iPad.

ECONOMY GOES PREMIUM. WITHOUT THE PREMIUM PRICE.

Premium Economy provides each of us with a bona fide competitive edge in our business for the simple reason that our international travellers now have a choice – a choice that delivers on enhancing their travelling experience on their terms. For a fractional cost, the busy traveller – whether flying on business or for pleasure – can upgrade to a heightened level of service and comfort that allows for arriving at their destinations feeling invigorated, rejuvenated and energized – ready to tackle their busy day.

**Complimentary access to the Maple Leaf Lounge is provided to customers travelling in Premium rouge on flights within Canada, to the US and SUN destinations. Lounge access for Premium rouge customers travelling to all other destinations as well as Premium Economy customers who do not have complimentary access can access the Maple Leaf Lounge for a nominal fee.

Why fly Economy when you can upgrade your clients to Premium Economy?
Available on Boeing 787 and select 777* flights across these routes:

From Montreal:

- Paris
- London-Heathrow (effective June 1st)

From Toronto-Pearson:

- Copenhagen
- London-Heathrow
- Paris
- Tel Aviv
- Tokyo-Narita (effective May 1st)
- Dubai
- Delhi
- Tokyo-Haneda
- Seoul (effective June 17th)
- Beijing (select dates)
- Shanghai (select dates)

From Vancouver:

- Beijing
- Hong Kong
- London-Heathrow
- Seoul
- Shanghai
- Tokyo-Narita
- Brisbane (effective June 1st)

From Calgary:

- London

*By June 2016, all of Air Canada's Boeing 777 aircraft will offer Premium Economy.