

# AIR FRANCE CONTINUES WITH ITS UPMARKET STRATEGY



Air France continues to pursue its upmarket strategy. Starting in fall 2022, a new business seat for long-haul flights will be added to its planes. The completely redesigned seat is said to be even more comfortable.

The seat can be transformed into a flat bed almost two meters long, allows all passengers direct access to the aisle and offers optimum privacy. Thanks to a sliding door, passengers can retreat to a private area that completely shields them from other passengers.

**Air France is launching a new standard with the new business cabin seat, which will be gradually introduced on 12 Boeing 777-300s**, each with 48 business class seats, starting in September 2022. At the same time, the latest premium economy and economy seats, each with 48 and 273 seats respectively, will be installed on these aircraft. The first aircraft with the new cabins and WLAN will be named "Fontainebleau" and will fly to New York-JFK this fall. All cabins are designed in the brand's colors: Navy blue, white and red accents.

## Renovations also in Premium Economy and Economy

In the Premium Economy cabin, Air France is introducing the latest model of recliner seat, already offered on the Airbus A350. Each Premium Economy passenger also gets 96 centimeters of legroom. The seat cushions have been reworked. The backrest can be reclined by up to 124 degrees and has been widened for greater privacy. A noise-reducing headphone is harmoniously integrated into the backrest and can be easily operated at any time. USB ports A and C complete the equipment.

In the economy cabin, each seat has a wide seat surface of 43 centimeters, a reclined angle of 119 degrees and legroom of 79 centimeters. The backrest of the seat is ergonomically shaped and offers enhanced lateral support. A USB-A port is also available. Both cabs offer a large 13.3-inch high-definition 4K screen with Bluetooth. The entertainment system offers more than 1,000 hours of entertainment.

## More Responsible Catering from Paris

As a mid-flight catering option, Air France aims to offer responsible French food to all guests on long-haul flights from Paris. By the end of 2022, the airline plans to serve French-sourced meat, dairy products and eggs, fish from sustainable fisheries, vegetarian dishes and meals prepared entirely in France on all flights and in all cabins. The company will also offer menus for children and babies using only organic ingredients.

**For the business cabin, Michelin-starred French chefs will create a selection of vegetarian dishes as well as refined meat, poultry and fish dishes.** In the premium economy cabin, passengers enjoy a balanced meal systematically certified with Nutri Score A or B.

To avoid food waste, Air France is gradually introducing the possibility of pre-selecting a hot meal in business class before departure. This service guarantees passengers a greater choice and allows for

more rational consumption. The company has also committed to recycling and eliminating 90 percent of single-use plastic items onboard its aircraft by early 2023. To achieve this goal, Air France is continuing to develop eco-designed inflight items made from bio-based materials such as bagasse and cellulose. Items that can no longer be used onboard are donated by Air France to charitable organizations.

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