



PREMIUM ECONOMY CLASS FACT SHEET

Product Overview

Virgin Atlantic's economy service is segmented into Premium Economy and Economy. Virgin Atlantic was the first airline to come up with the concept of a premium economy class. It was first introduced in 1992 as Mid Class, a service aimed at the cost conscious business traveller who for budgetary reasons travelled economy but still required extra space in which to work or relax. The product was rebranded as Premium Economy in November 1994. In recent years other carriers have started to catch onto its success and have tried to imitate the Premium Economy by introducing similar products. Today it is favoured by business and leisure passengers alike who want more flexibility, space and comfort.

The new Premium Economy service

In order to continue to innovate and remain as the market leader in this sector Virgin Atlantic is introducing a number of new service improvements and additions for Premium Economy passengers, which are as follows:

- Dedicated cabin crew in order to provide a more attentive style of service
- A contemporary and enhanced meal service which offers different food from Economy which is served on crockery with metal cutlery
- Improved comfort aids with a soft, shaped blanket and dedicated amenity kit
- After dinner liqueurs
- A fruitbowl service where passengers can help themselves to fruit throughout the flight

The new services will reinforce the market lead, which Virgin Atlantic is creating with its new seat which is the largest in its class.

New Premium Economy Seat

Virgin Atlantic has recently introduced a new seat into Premium Economy which features:

- Enhanced ergonomics for increased comfort
- Leather seat cover

- Increased seat width of 21 inches (equivalent to other airlines' business class) – around 3 inches wider than other airlines' Premium Economy seats
- Dual position footrest
- Adjustable headrest with wings
- Lumbar support
- Additional 2 degrees of recline – 16 degrees
- Redesigned tray table for greater manoeuvrability
- Lap top power

The new Premium Economy seat is currently being rolled out across the fleet.

Premium Economy Product and Service Information

The Premium Economy service features:

- A comfortable and spacious ergonomically designed seat with 38" seat pitch
- Dedicated check in at all locations
- Separate cabin
- Priority boarding
- Priority baggage reclaim
- Dedicated meal with a choice of three entrees, including a vegetarian option.
- Fruit bowl
- Priority economy duty free choice.
- Dedicated toilet on majority of aircraft
- Pre-departure drink
- Post dinner liqueur
- State of the art inflight entertainment system. On the majority of aircraft the v:port system offers 300 hours of video on demand where passengers can watch or listen to what they want and can start, pause or rewind their chosen movie, TV show or CD. Alternatively, there is a choice of between 14 - 20 video channels plus 9 - 14 audio channels and 10 - 15 Nintendo games on selected aircraft.
- Dedicated amenity kit including socks, eyeshades, ear plugs, a Virgin Atlantic pen and a toothbrush and toothpaste
- Newspapers given to passengers
- Membership of Virgin Atlantic's frequent flyer programme Flying Club offering a wide variety of awards and participating companies

Virgin Atlantic has increased the number of Premium Economy seats onboard its aircraft by a third in the past eighteen months which reflects the increasing demand for the product. Currently there are 58 Premium Economy seats on aircraft based at Gatwick. The number of Premium Economy seats on aircraft operating from Heathrow ranges from 28 to 62. The configuration of seats on

the Upper Deck of the Boeing 747 is 2 – 2 with the configuration of 2-3-2 on the lower deck of 747 aircraft and on all Airbus aircraft.