AIR CANADA’S FLEET TRANSFORMATION TAKES FLIGHT AS 737 MAX AIRCRAFT BEGIN AIR CANADA ROUGE SERVICE

News / Airlines



Air Canada announced the first of its updated Boeing 737 MAX 8 aircraft has entered service at Air Canada Rouge, introducing the industry’s best leisure carrier experience. This marks the latest milestone in Rouge’s comprehensive cabin renewal program, focused on delivering a more comfortable, connected, and consistent onboard experience. This fleet transition will allow most customers flying Rouge leisure and sun routes across North America and the Caribbean to enjoy upgraded interiors, including personal seatback entertainment, reclining seats and complimentary Fast, Free Wi-Fi sponsored by Bell.

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Mark Nasr, Executive Vice President and Chief Operations Officer at Air Canada commented: “When customers step onto our aircraft, they should instantly feel a sense of comfort, care, and pride. Supported by award-winning service from co-workers across the company, this renewal program is about delivering that feeling consistently, across every flight. Every update is designed with our customers in mind, as we introduce an entirely new Air Canada Rouge product with cutting-edge in-flight entertainment, Fast, Free Wi-Fi, and seats that recline for all customers.”

To support this leisure-focused growth, Air Canada has opened a new Rouge crew base in Vancouver, coinciding with the entry into service of the first Rouge Boeing 737 MAX 8 aircraft. This investment directly supports more sun and leisure flying from Western Canada, such as the recently announced return of winter service from Calgary to Cancun and Puerto Vallarta.

Bringing more comfort to Air Canada Rouge

Customers flying Rouge will enjoy free wine, beer – including non-alcoholic beer - and Canadian-made premium snacks on all North American and Caribbean flights. The in-flight menus showcase beloved Canadian brands, for an elevated in-flight experience tailored to a range of tastes, including Canadian favourites like *MadeGood* Morning Bars (on flights before 10 a.m.), *TWIGZ* pretzels, and *Leclerc Célébration* cookies.

Improvements to the Rouge fleet focus on what matters most to customers on shorter trips: an upgraded cabin, improved technology, and small details to make the journey easier and more comfortable. The cabins are configured to give customers a choice of 12 Business Class seats, 18 Preferred seats offering extra space, and 147 Standard Economy seats.

Modernizing North American fleet

The transformation extends across the entire network. Air Canada’s Airbus A320 and A321 aircraft, currently operated by Rouge, will be retrofitted to Air Canada’s latest design standard, as the airline also prepares for the introduction of new, longer-range Airbus A321XLR aircraft. Upgrades to the customer experience also extend to regional travel, with Air Canada Express aircraft operated by Jazz to be fitted with new cabins and next generation Fast, Free Wi-Fi.

Upcoming additions to the fleet

As part of its ongoing fleet modernization program, Air Canada recently announced an order for eight Airbus A350-1000s. This is in addition to the 14 Boeing 787-10 Dreamliners expected to start entering service later this year. Air Canada is also set to welcome in the coming months the first of its 30 Airbus A321XLRs, while continuing to take deliveries of the Canadian-built Airbus A220, with 23 aircraft remaining on its firm order of 65. These aircraft will enter service with Air Canada’s next generation cabin design and standards, including improved connectivity and in-flight entertainment offerings.

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