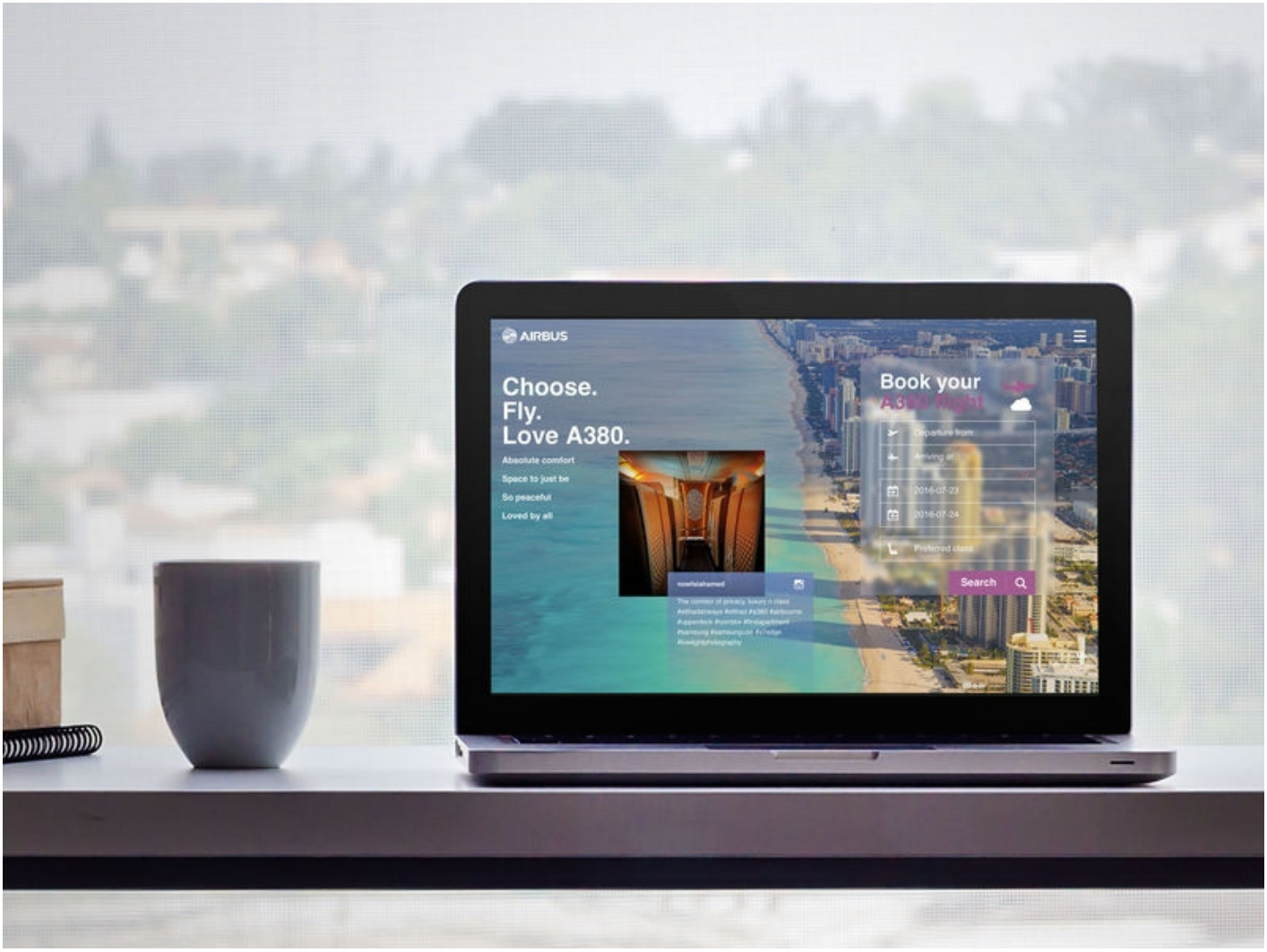
AIRBUS LAUNCHES THE “I FLY A380” WEBSITE: CHOOSE. FLY. LOVE A380.

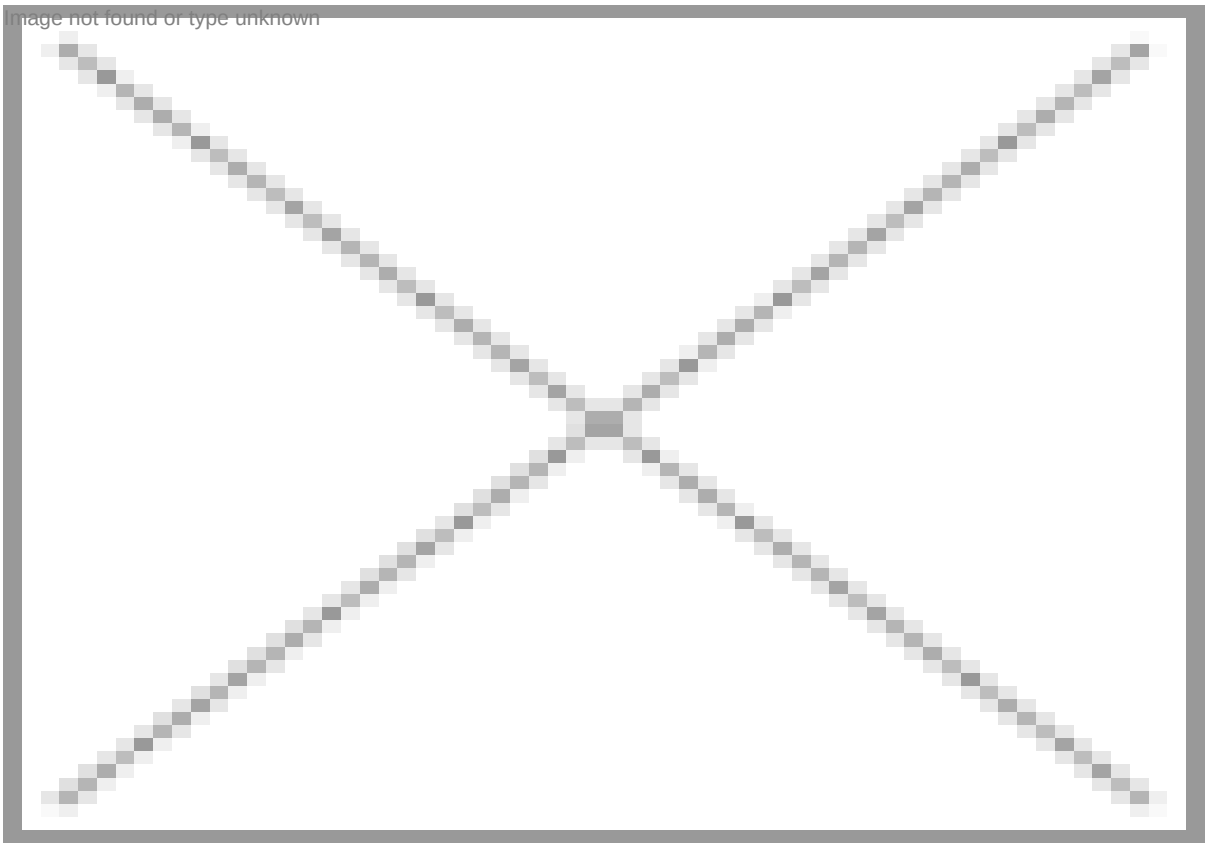
News / Manufacturer



The A380 is the passengers’ favourite aircraft, 60% of them are willing to make an extra effort to fly on it*. TheiflyA380.com, launched by Airbus this week, is the unique website for travellers who want to experience the iconic double deck aircraft.

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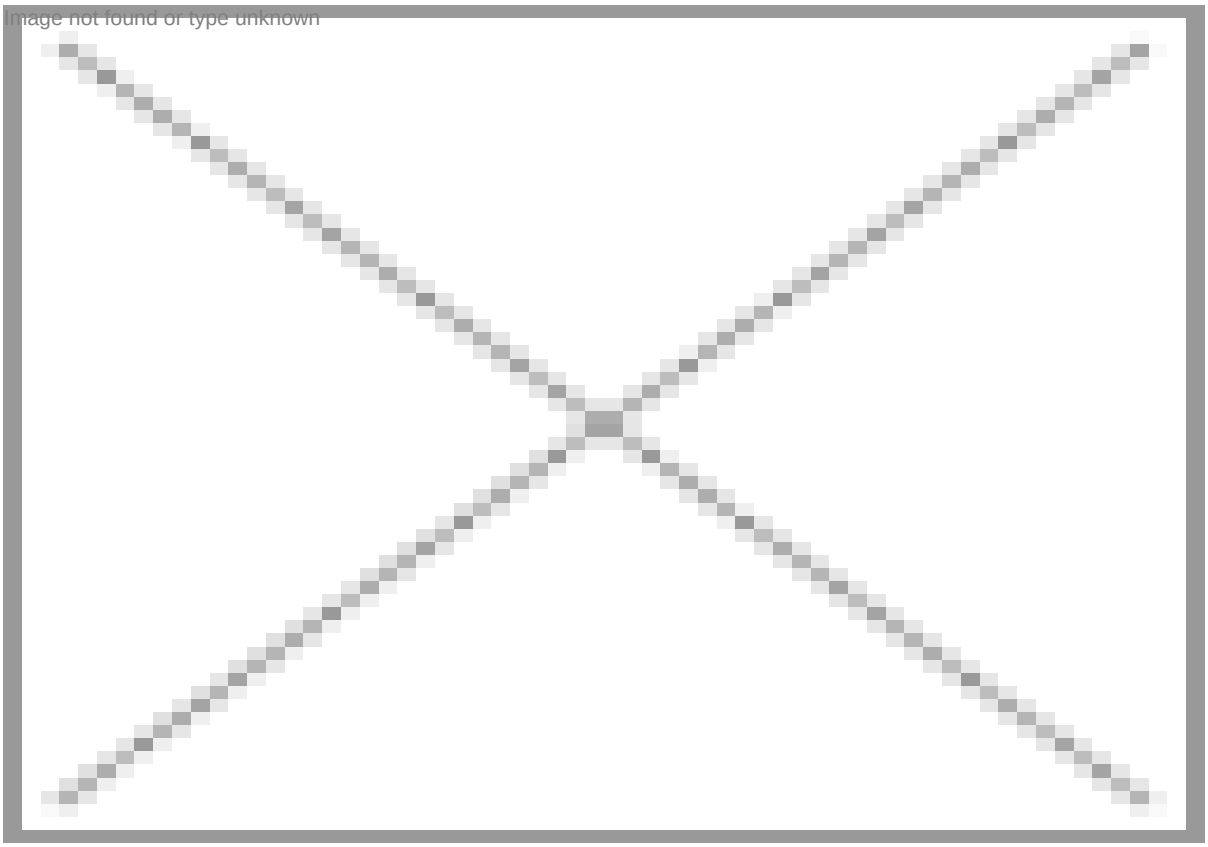
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“As a global leading aviation company we are exploring new digital avenues and IflyA380.com illustrates this transformation journey.” said Marc Fontaine, Airbus Digital Transformation Officer. “Booking systems today do not allow the passengers to easily choose their preferred aircraft and we decided to fill that gap by easing the access to the iconic A380 aircraft, for everybody. For the first time, a booking service puts the aircraft type as the criteria for flight selection. This seamless experience is a win for Airbus A380, it’s a win for the airlines operators and it’s a win for the passengers.”

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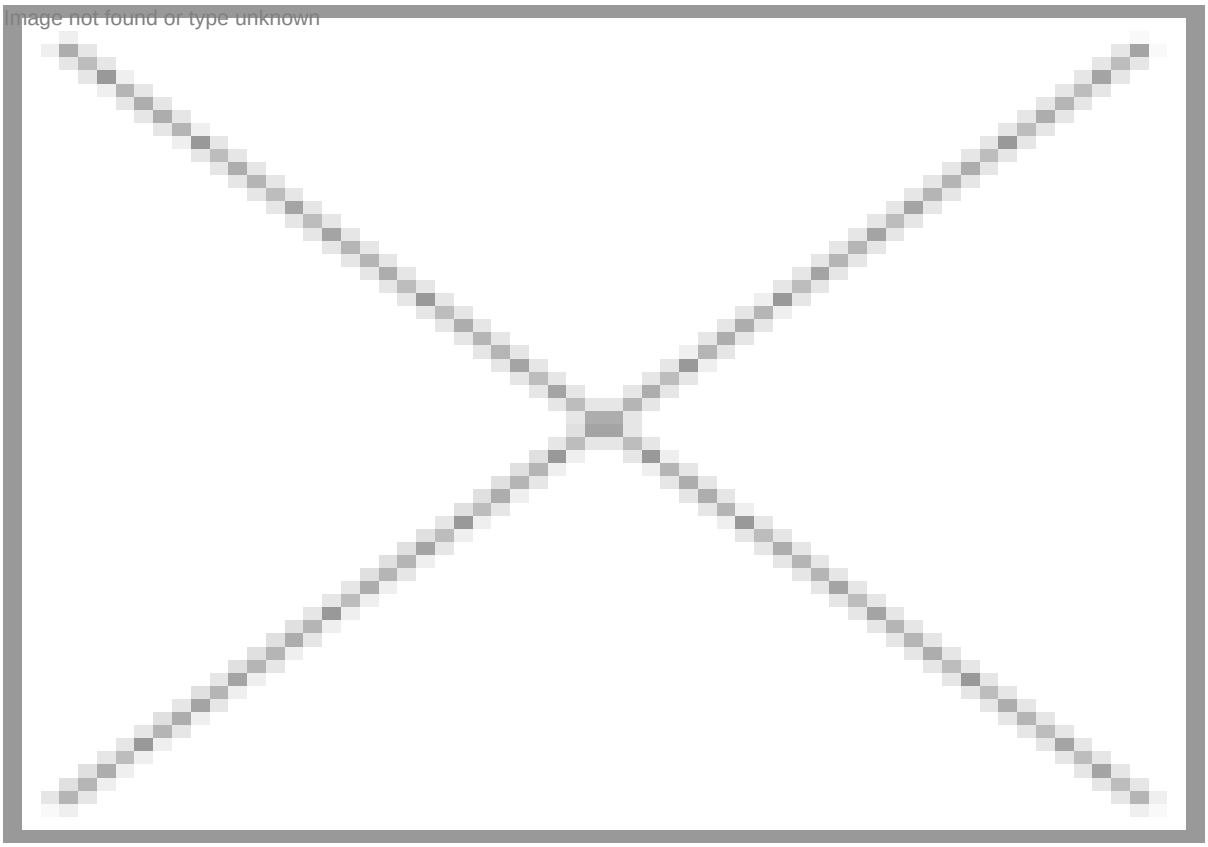
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The booking assistant will appeal to travellers as it is the only place where all 13 A380 operators can present the on-board services they offer and the destinations they serve. Inspirational information about each city will also help travellers choose their next vacation. It’s simple: users select their departure and destination airports/cities, dates and class of travel, the number of travellers and hit ‘search’. They can then click on the desired flight and be taken seamlessly to the website of the selected airline, allowing users to book securely and with confidence at no extra cost. A380 operators are supportive in the development of this booking assistant.

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The A380 is the world’s largest, most spacious airliner and offers passengers the smoothest, quietest ride. Seating 544 passengers in comfortable standard layout, the A380 has the best ability to generate revenue, stimulate traffic and attract passengers, on routes up to 8,200 nautical miles. The A380 is the only aircraft which has two full decks, allowing it to offer wider seats, broader aisles, and more floor space. Over 130 million passengers have already enjoyed the experience of flying on board an A380. Today 230 airports can accommodate the A380 around the word and every three minutes, an A380 either takes off or lands.

16 JULY 2016

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