Air France and KLM launch in-flight Wi-Fi

- Launch of in-flight connectivity on two Boeing 777-300s
- Customers travelling on these aircrafts can remain connected by sending text messages and e-mails, watching television and surfing the internet during their flight
- First Wi-Fi flights to New York for Air France and to Panama for KLM

On 29th May, Air France and KLM Royal Dutch Airlines operated their first in-flight connectivity services with Wi-Fi on board. The new service allows customers to remain connected with the world by sending text messages and e-mails and surfing the internet during their flight. On the specially designed in-flight website passengers are able to access a broad range of free and up to date services including live television news and sports channels, relevant airline and destination information.

Online Access
In partnership with Panasonic Avionics, Air France and KLM are conducting a trial phase for the rest of 2013 on two Boeing 777-300s. During this time, customers will be able to connect to the internet using their Wi-Fi enabled smartphones, laptops or tablets at a fixed rate and use their mobile phones for text messages or email, no matter what travel class they are in. The two Wi-Fi equipped aircraft will operate on several long-haul destinations during the trial.

Fares
During the pilot phase, Air France and KLM are offering hourly and full-flight fees: EUR 10.95 per hour or EUR 19.95 for the full flight, applicable for all classes. These fees are in line with the industry standard for similar services. Travellers can pay for their internet access by credit card. Mobile phone usage (for text and data) is billed to the phone users according to their own roaming agreements and access to the in-flight website is free of charge.

The wireless service, whether the on-board portal or satellite internet, commence once the flight has reached 20,000 feet, shortly after take-off.

Customers’ experience
With the in-flight Wi-Fi trail, Air France and KLM are showing that they are adapting to their customers’ new travel habits, continually offering them new services that enhance their travel experience. During this test phase, customers will be asked to share their comments, suggestions and expectations and therefore contribute to the improvement of these services.
“By jointly launching in-flight Wi-Fi and data transmission, Air France and KLM are continuing to innovate. This in-flight connectivity test phase on long-haul flights perfectly integrates our ongoing strategy to offer our customers even more new products and services.” stated Alexandre de Juniac, Chairman and CEO of Air France.

“Connectivity is a significant investment in a brand new area where technology is still under development.” says KLM President & CEO Peter Hartman. “Being permanently connected is part of our customers’ daily lives. We are aiming to define the best possible product and system to fit their needs and wishes. We’re confident that, in the future, all our passengers will be able to remain connected when travelling to and from our hubs at Paris Charles de Gaulle and Amsterdam Airport Schiphol.”

The Air France and KLM Social Media Team are engaging with customers during the flight by using Twitter and Facebook.

On Twitter, you can follow on all the news from the first connected flight by using the hashtag #AFwifi or #KLMwifi.

For further information:

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Notes to editors:

KLM and Air France were founded in 1919 and 1933 respectively and they merged in May 2004. Since then, they have formed a major player in the air transport industry. The two airlines operate the leading long-haul network on departure from Europe.

In 2012, Air France and KLM carried 77.4 million passengers to a network of over 200 destinations in more than 100 countries.

The two carriers combined currently offer 19 departure points from the UK including Aberdeen, Birmingham, Bristol, Cardiff, Edinburgh, Dundee, Durham Tees Valley, East Midlands, Glasgow, Humberside, Inverness, Leeds, London Heathrow, London City, Manchester, Manston-Kent, Newcastle, Norwich and Southampton.

KLM flies via the multi-award winning hub, Amsterdam Airport Schiphol, which was voted ‘Best Airport in Europe’ in 2012 for the 13th consecutive time at the Business Traveller Awards. Passengers flying with Air France experience hassle free travel at Paris-Charles de Gaulle Airport, which after
extensive refurbishment of its terminals, received a 91% rating for customer satisfaction in a 2012 poll.

Air France KLM frequent flyer programme, Flying Blue, is the leader programme in Europe and has over 21 million members.

Air France and KLM and their partners Delta and Alitalia operate the biggest trans-Atlantic joint-venture with more than 250 daily flights. Alongside 17 other member airlines Air France and KLM are members of the SkyTeam alliance which offers customers access to a global network of over 15,500 daily flights to 1,000 destinations in 187 countries.

Recent accolades for Air France KLM include; Best Short haul Airline 2013 and Best Business Airline in 2012 at the Business Travel Awards.

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