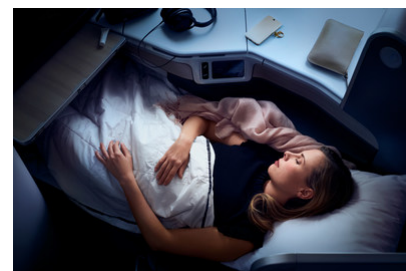


## Air Canada Elevates Premium Travel Experience for International and North American Customers

### *Introducing new Air Canada Signature Service*

MONTREAL, April 17, 2018 /CNW Telbec/ - Air Canada today introduced its new Air Canada Signature Service, providing an enhanced and seamless end-to-end travel experience for customers flying in Air Canada Signature Class, the premium cabin of its wide-body aircraft. Available today for international customers and, starting June 1 on select flights within North America, the new service makes Air Canada the first North American airline to designate aircraft with lie-flat seats for premium customers on select non-stop, transcontinental flights within Canada and to the U.S., including overnight daily flights from Vancouver, Los Angeles and San Francisco to Toronto.

Air Canada Signature Service customers will receive priority service at every stage of the journey, including access to airport concierge services, expedited check-in and security clearance, priority baggage handling and preferential boarding. Customers will also enjoy Air Canada Maple Leaf Lounge access and, for eligible customers travelling to international destinations from Toronto-Pearson, access to the exclusive Air Canada Signature Suite, featuring *à la carte* restaurant dining from a menu created by celebrated Canadian chef David Hawksworth.



"Our new Air Canada Signature Service and Air Canada Signature Class brands reflect the ongoing refinements to our premium travel service. We know our premium customers travelling on longer flight itineraries place a high value on convenience and comfort when in airports or onboard an aircraft, and with Air Canada Signature Service we provide a level of service unsurpassed in North America on every widebody flight," said Benjamin Smith, President of Passenger Airlines, Air Canada.

"Customers travelling Air Canada Signature Class on international itineraries and, beginning in June, on select transcontinental flights within North America, will receive seamless Air Canada Signature Service. They will enjoy added amenities throughout their journey, from curbside-to-curbside and at all points in between."

Available starting today on all Air Canada international flights and beginning June 1 on select transcontinental flights within North America, Air Canada Signature Service and Air Canada Signature Class incorporate and elevate the award-winning attributes of Air Canada's International Business Class, featuring its next generation lie-flat suites. Air Canada Signature Service will be available on select transborder and domestic Canadian transcontinental flights when operated with Boeing 787 Dreamliner, Boeing 777, Boeing 767 and Airbus A330 aircraft. This includes routes between Toronto and the cities of Los Angeles, San Francisco, Vancouver, and between Vancouver and the cities of New York-Newark and Montreal.

To note, Air Canada Signature Service with lie-flat suites to provide a full night's rest will be available daily on the following North American non-stop overnight flights beginning June 1.

Flight	Departs	Arrives	Aircraft
AC126	Vancouver 22:35	Toronto 05:55 + 1 day	Boeing 777
AC788	Los Angeles 22:15	Toronto 05:52 + 1 day	Boeing 787
AC754	San Francisco 22:45	Toronto 06:37 + 1 day	Boeing 787

Air Canada Signature Class also introduces new amenities to make the journey even more comfortable, including:

- Updated onboard menu items from chef David Hawksworth, including for the first time on flights serving lunch and dinner in North America Air Canada Signature Class starting June 1, and a South Asian menu by chef Vikram Vij on flights to

Mumbai and New Delhi, complemented by an expanded wine selection chosen by Air Canada sommelier Véronique Rivest; service on new restaurant style dishware and glassware;

- For transcontinental travellers, enhanced wine and spirits, and the added option of espresso and cappuccino served with dessert or a new cheese selection, while for international travellers Air Canada will now offer Laurent-Perrier champagne; on all routes, customers will be able to enjoy the new Air Canada Signature Cocktail;
- For international travelers, personal comfort items by Canadian brands, including enhanced amenity kits by Want Les Essentiels, with premium care products by vitruvi;
- Mattress pads to enhance the sleep experience;
- At Air Canada's Toronto-Pearson global hub, full fare Air Canada Signature Class customers departing on International flights will have access to the Air Canada Signature Suite. The suite is an exclusive airport retreat, where eligible customers can dine *à la carte* at a complimentary, full-service restaurant from a menu created by chef Hawksworth, or enjoy, Moët & Chandon champagne, fine wines and premium cocktails in an intimate, Canadian-designed and decorated setting;
- For full fare premium cabin customers originating in Toronto-Pearson or arriving at Toronto-Pearson originating from a domestic flight with onward international travel, Air Canada will also provide Air Canada Valet Service, powered by BMW, starting later in 2018. It is the first dedicated service offered by an airline in North America for customers booked in a premium cabin, where a dedicated fleet of BMW sedans whisk customers over the tarmac to connect, making connecting at Toronto-Pearson truly exclusive and seamless.

## About Air Canada

Air Canada is Canada's largest domestic and international airline serving more than 200 airports on six continents. Canada's flag carrier is among the 20 largest airlines in the world and in 2017 served close to 48 million customers. Air Canada provides scheduled passenger service directly to 64 airports in Canada, 60 in the United States and 98 in Europe, the Middle East, Africa, Asia, Australia, the Caribbean, Mexico, Central America and South America. Air Canada is a founding member of Star Alliance, the world's most comprehensive air transportation network serving 1,300 airports in 191 countries. Air Canada is the only international network carrier in North America to receive a Four-Star ranking according to independent U.K. research firm Skytrax, which also named Air Canada the 2017 Best Airline in North America. For more information, please visit: [www.aircanada.com/media](http://www.aircanada.com/media), follow @AirCanada on Twitter and join Air Canada on Facebook.

## SOURCE Air Canada

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