



# AIR CANADA

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## Letter from Calin Rovinescu, President and CEO: Aeroplan transformed



Sep 01, 2020



Earning and retaining customer loyalty is essential for any business, especially in the hyper-competitive airline industry. So we took great delight in bounding further ahead of other carriers recently by revealing the transformed Aeroplan, which we believe is now the world's best travel loyalty program.

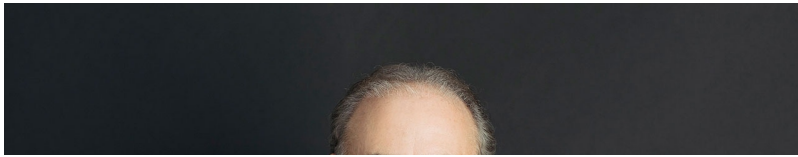
It was an overhaul three years in the making, because we took the necessary time. It required extensive research, including gathering feedback from 36,000 customers, developing new IT infrastructure and establishing deep partnerships with financial institutions, retailers and even other airlines to give the program a breadth to match our ambitions.

Key features include: the elimination of carrier surcharges on Air Canada flights; the ability to use points for ancillaries like lounge access or inflight Wi-Fi; a family program so you can pool points with loved ones to travel together sooner; the availability of any seat on any flight; and options to create bespoke itineraries. We also redesigned the program so you can earn points faster to travel more and travel better.

The new Aeroplan launches November 8, 2020, with customers seamlessly transitioning on a one- for-one, point-per-mile basis. Convenience such as this is a guiding design principle enabled by a new IT architecture built to support any device. It is intuitive, flexible and, importantly, scalable, as we plan to keep adding features.

Having been in existence for more than 35 years, Aeroplan currency is eagerly sought and highly prized. Now, with so many people turning their minds to travel again, it is the ideal time to renew Aeroplan as part of Air Canada's ongoing transformation. For more details on the new Aeroplan, go to [aircanada.com/aeroplan](https://aircanada.com/aeroplan).





A STAR ALLIANCE MEMBER

