



# AIR CANADA

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## Letter from Michael Rousseau, President and CEO: Looking Forward



Mar 01, 2021



This is my first column as the new President and Chief Executive Officer of Air Canada, and I would like to begin by thanking all customers – past, present and future – for your loyalty and for choosing to fly with us.

Although many of you have not had a chance to travel recently, we know the desire to do so remains strong. I assure you that when you are ready to fly again, we are well-prepared to carry you safely. From the very beginning of the pandemic, we have continually layered on new biosafety measures and improved upon those already in place. All of us at Air Canada are eager to welcome you back on board.

I joined Air Canada as Chief Financial Officer in 2007 to help the company at another difficult time in our industry, during the global financial panic. I saw first-hand how a period of upheaval is an ideal opportunity to make changes and try new things.

In the past year, we finished the technically challenging task of installing a new reservation system to serve customers better, and we launched a transformed Aeroplan program that is a step change in terms of flexibility and reward appeal. We also made major changes to our fleet, renewing it with modern Airbus A220 and Boeing 737 MAX aircraft that are more comfortable and, importantly, more environmentally friendly, than the older aircraft we retired.

We mostly did all this without fanfare. Still, these and other innovations, such as convenient new touchless airport processes, will be key to recovering from the pandemic and allowing us to emerge even better than before. At the same time, we will continue to deliver the superior customer service that won us the title of Best Airline in North America at eight of the last 10 Skytrax World Airline Awards.

Leading an iconic company like Air Canada is a huge responsibility and, for a proud Canadian like me, also a great honour. I look forward to the challenge, confident that our dedicated and highly motivated team will exceed your expectations as we transport you safely to your next destination.

*The letter from Mike appears in enRoute Magazine, Air Canada's award-winning in-flight magazine found onboard all Air Canada, Air Canada Rouge and Air Canada Express flights. This edition is from the [March/April](#) issue.*





A STAR ALLIANCE MEMBER 