



AIR CANADA

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Air Canada introduces industry leading Lowest Fare Guarantee

Customers Can Book with More Confidence than Ever Before

MONTREAL, May 1 /CNW Telbec/ - Air Canada customers can now buy tickets on domestic and transborder flights certain they are paying the lowest available price that day under the airline's new Lowest Fare Guarantee.

"Air Canada wants to give customers confidence that they are getting the best deal of the day when they book a flight with us. That is why we are introducing our Lowest Fare Guarantee, a unique initiative in the Canadian marketplace that not only ensures customers get the lowest price available but also provides a \$50 travel credit for their next trip should they find a lower fare in the same fare brand and on the same flight within 24 hours of their purchase. This easy to understand and transparent program is a first in the Canadian airline industry that will make Air Canada the first and last stop for anyone seeking the best possible airfare," said Ben Smith, Executive Vice-President and Chief Commercial Officer at Air Canada.

Here are the highlights of how Air Canada's Lowest Fare Guarantee works:- It is available to all consumers and travel agencies who purchase their tickets for Air Canada or Jazz flights through the Canadian edition of aircanada.com.

- If, within 24 hours of purchase, the customer finds a cheaper fare on another Canadian online travel retailer for the same flight, itinerary and fare brand, then Air Canada will provide a travel credit for \$50, plus the difference between the fares, which can be applied towards future travel. Air Canada's policy of allowing customers to cancel flights and receive a full refund within 24 hours of booking remains in effect.
- Customers and travel agencies who find a lower fare can easily notify Air Canada on-line and are not required to buy the lower fare.
- The program covers all travel wholly within Canada or between Canada and the U.S. on flights marketed and operated by Air Canada or Jazz. It is available for all published retail fares sold in Canada by any Canadian online retail distribution channel that is an accredited vendor of Air Canada. For more details please consult www.aircanada.com/guarantee.

Montréal-based Air Canada provides scheduled and charter air transportation for passengers and cargo to more than 170 destinations on five continents. Canada's flag carrier is the 13th largest commercial airline in the world and serves 33 million customers annually. Air Canada is a founding member of Star Alliance, providing the world's most comprehensive air transportation network for Canadian domestic, transborder and international travel. Air Canada aircraft offer customers individualized seatback in-flight entertainment systems with hundreds of hours of digital audio-visual entertainment. As well, customers can collect Aeroplan miles for future awards through Canada's leading loyalty program.

In 2008, the readers of Business Traveler magazine voted Air Canada "Best In-Flight Services in North America," "Best Airline for Business Class Service in North America" and "Best North American Airline for International Travel."

For further information:

For further information: Isabelle Arthur (Montréal), (514) 422-5788;
Angela Mah (Vancouver), (604) 270-5741; Peter Fitzpatrick (Toronto), (416) 263-5576; Internet: aircanada.com

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