
SAS upgrades its long-haul aircraft cabins

By **Melissa Silva** on May, 30 2014 | Inflight Entertainment



SAS, Scandinavia's leading airline, is updating the interior of its long-haul fleet with new seats, a new entertainment system and Wi-Fi access.

Seven SAS Airbus A330/A340s are having cabin upgrades. The interior design is modern with greater cabin comfort in the shape of new seats in all classes. To make flights even more comfortable, a new on-demand entertainment system with HD large screens is being installed along with Wi-Fi access.

"SAS customers will enjoy a totally new travel experience in our upgraded cabins. The new interior is designed to meet the needs of frequent flyers and substantially enhances our customer offer," said Rickard Gustafson, President and CEO of SAS.

The materials and color scheme in the new cabins have been chosen to create a welcoming and relaxing atmosphere. The seating in SAS Go and SAS Plus is designed with good storage to create extra space. All seats in SAS Business have direct access to aisles and can be folded flat for maximum comfort. The bedding comes from Hästens, the oldest bed manufacturer in Sweden, to ensure that passengers enjoy their sleeping experience.

The first plane with the new cabin is expected to go into service in early 2015 and the majority of the SAS long-haul fleet will have the new interior within 12 months. SAS currently flies long haul to New York, Chicago, Washington, San Francisco, Beijing, Shanghai, Tokyo and Houston (from August 2014).

Investment in long-haul fleet

Last June, SAS announced that its entire long-haul fleet would be renewed in the next few years. Certain aircraft in the current fleet would be upgraded and joined by new aircraft that would come into service from fall 2015. The changes are as follows:

- Cabin upgrade on seven Airbus A330/A340s
- Four new Airbus A330-300s to be delivered in 2015 and 2016
- Eight Airbus A350-900s to be delivered from 2018 onwards with an option on an additional six

About the new cabin

Wi-Fi access is available in all classes.

SAS Go

- Seat configuration: 2-4-2
- Pitch: 31"/32"
- On-demand entertainment system with 9" HD screens
- One power outlet per pair of seats plus individual USB port

SAS Plus

- Seat configuration: 2-3-2
- Pitch: 37"/38"
- On-demand entertainment system with 12" HD screens
- Individual power outlet and USB port

SAS Business

- Seat configuration: 1-2-1
- Direct access to aisle from all seats
- Fully flat seats minimum 196 cm length
- Massage seats
- On-demand entertainment system with 15" HD screens
- Individual power outlet and USB port