
TransAsia Airways poised to grow fleet and improve passenger experience

By **Maryann Simson** on December, 13 2012 | Inflight Entertainment



Taiwan-listed airline TransAsia Airways officially received delivery of its first A330-300 aircraft in Airbus's Headquarter in Toulouse, France, on November 26.

The new delivery, says the airline, marks the beginning of TransAsia Airways' fleet enhancement plan. Between 2013 and 2022, the airline will receive a further 31 new aircraft, which includes its second A330-300, six A321-200, twelve A321-neo, and twelve ATR-600 - three of which are optional.

"The delivery of the A330 is another milestone for TransAsia Airways", said Mr. Vincent M. Lin, Chairman of TransAsia Airways. "Together with the second A330-300 expected to be in operation early next year, we will see an annual growth of 40% in passenger capacity on international routes. As the first wide-body jet, A330-300 aircraft will contribute in new destination expansion and enhance our competitiveness among peers. In addition, its advanced technology and more comfortable interior layout will ensure a better flight experience for our passengers."

The stretched-fuselage A330-300 matches twin-engine efficiency with increased passenger capacity. The jetliner has a range of up to 5,450 nautical miles while carrying 300 passengers in a typical two-cabin arrangement seating 32 in business class at a 60-inch seat pitch and 268 in economy class at 32-inch seat pitch.

All seats are equipped with individual inflight entertainment systems offering a large collection of Hollywood new releases and classic titles, Asian cinema including Taiwan, China and Hong Kong movies, as well as an extensive range of western and regional TV programs and a comprehensive library of AOD CDs, all updated monthly and supplied by IFP Singapore.



"A330-300 model has many commonalities with A320 series, which provide us cost savings from pilot training, maintenance and operation," continued Lin. "The first A330-300 aircraft will be deployed on international routes to Japan and Singapore. In the near future, we are also looking to further expand our network to include destinations within 9 hour radius from Taiwan, including Sydney, New Zealand, Guam, and Middle East."

Since 2010, TransAsia Airways has doubled the number of scheduled international routes to 16, with destinations including Singapore, Macau, Vietnam, South Korea and Japan. In 2012, the airline has rolled out a series of service upgrade initiatives to offer value added experience to passengers, including launch of new crew uniform, new in-flight menu and new airport lounge with Oxygen Bar.