Etihad Airways unveils Beyond Borders cabin experience with updated A330 interiors

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At the front of the aircraft, four First suites create an intimate cabin

In September, Etihad Airways debuted its Beyond Borders product and experience at Arabian Travel Market (ATM), bringing its ambition to life through the next evolution of the Etihad passenger journey.

Etihad showcased Beyond Borders in its A330 cabin, with all-new First, Business and Economy Class interiors and a signature design language that will progressively extend across the airline's growing fleet and premium spaces. Alongside the A330, Etihad is showcasing how the Beyond Borders look and feel will extend to the A321LR across all cabin classes.

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The airline is continuing to expand First Class across its fleet through new aircraft and retrofit programs as part of its Beyond Borders product and experience

“Beyond Borders goes beyond the aircraft and the seat. It is about the entire journey – our cabins, lounges, food, well-being, connectivity and the way we look after our guests,” said Antonoaldo Neves, Chief Executive Officer of Etihad Airways, in a September press release.

Etihad is also doubling down on First, bringing the experience to more aircraft, more routes and passengers.

“Beyond Borders is becoming visible in the moments that matter most to our guests. It is showcased in the aircraft they fly, the cabins they enjoy, the lounges they explore and the service that connects every part of the journey.,” said Neves.

The A330 experience

Etihad's A330 will enter service from September 2027, with 15 aircraft joining the fleet over five years. The aircraft will support the airline's continued growth across regional and medium-haul markets, offering a three-cabin experience designed for routes where demand for premium travel, flexibility and capacity continue to grow.

At the front of the aircraft, four First suites create an intimate cabin. Each suite features a closing door for added privacy, together with space for a companion to dine or socialize during the flight.

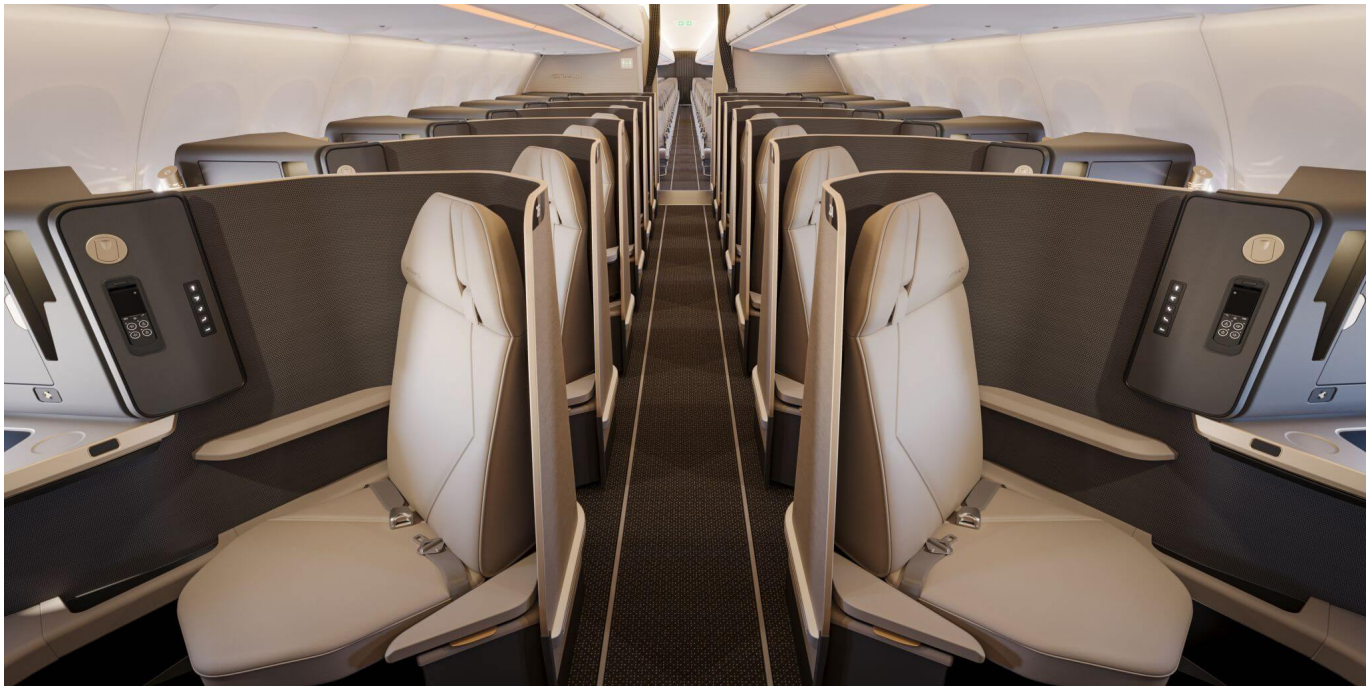
Each First suite will feature a 32-inch screen, wireless charging, dedicated compartments and personal stowage, alongside a personal powder station stocked with premium amenities for passengers to use inflight and take with them.

The Business cabin features 24 lie-flat seats, all forward-facing with direct aisle access and sliding doors for added privacy. Each seat includes a 17.3-inch screen, wireless and wired charging, a large table and dedicated personal stowage.

Economy features 252 seats within a bright and calm cabin environment, incorporating Etihad's bespoke fixed-wing headrest embossed with the airline's logo, 13.3-inch 4K touchscreens and convenient personal charging. A dedicated Extra Legroom section includes 32 seats with four inches

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of extra pitch for added comfort.



The Beyond Borders Business cabin features 24 lie-flat seats, all forward-facing with direct aisle access and sliding doors for added privacy

The A330 is set to play an important role in Etihad's regional and medium-haul wide-body network, bringing greater flexibility to high-demand routes across Europe, Asia and the Middle East.

And, the airline is continuing to expand First Class across its fleet through new aircraft and retrofit programs as part of its Beyond Borders product and experience.

In the September press release, Etihad notes that the A321LR reveals that a distinctive First experience can extend beyond traditional long-haul wide-body flying.

Etihad's flagship First Apartments and The Residence will continue to be the signature of the A380.

Signature design, born in Abu Dhabi
Rooted in Abu Dhabi, the design story of Beyond Borders is underpinned by the concept from sand to superstructure, drawing inspiration from the emirate's natural landscape, architecture and transformation to create interiors that are contemporary, calm and distinctly Etihad.

Bright, serene spaces are complemented by bespoke details throughout the cabin, including sconce lighting inspired by the Etihad facet pattern, genuine leather seating with precision perforation in the premium cabins and intuitive design touches including First seat numbers projected discreetly onto the floor.

The design extends beyond individual materials and finishes. Shared touchpoints are set to increasingly connect Etihad's lounges and aircraft, creating greater continuity as passengers move through the journey.

Beyond Borders recognizes that a premium experience is defined by the entire journey: from the airport and lounge, through the experience onboard, to the technology, hospitality and service that connect each stage of travel.

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“Over the coming months, we will continue to reveal how Beyond Borders is shaping the future Etihad experience, both on the ground and in the air,” Neves said.

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