

A Six foot Bed for Business Travellers and a new premier economy class cabin

British Airways has announced the arrival of a host of new and innovative products on their Riyadh to London flight that operates on Sunday, Tuesday and Thursday. These products have been introduced on several routes around the world including the Middle East, London - Riyadh is the first route in Saudi to receive them.

The new products are part of a £600m investment programme upgrading the airline's entire fleet and redefining travel in the 21st century. The products have been launched in the UAE, Kuwait and Oman and are scheduled to arrive on London - Jeddah flights after the summer.

Included in the programme:

- A 'Lounge in the Sky' environment in Club World, featuring the world's first fully flat six-foot bed for business class travellers
- A totally new premier economy class cabin called World Traveller Plus
- An investment of more than £150 million by British Airways in its new World Traveller (economy class) cabin
- A completely refurbished Concorde -BA's supersonic aircraft
- Upgrades to airport terminals, check-in and lounges at international airports, including a completely new terminal at New York JFK

The most ground-breaking of these new products is the new seat in Club World that converts to a completely flat six foot bed. British Airways is the first and only international airline to offer this to business class travellers.

Comfort and space in the new Club World (business class) cabin have been designed to create a "lounge in the sky" environment for business travellers. Seats are designed in forward and rearward facing pairs to maximize personal space and privacy, with the added feature of individual privacy screens at each seat which can be opened or closed depending on whether passengers are travelling together or alone.



The new premier economy class cabin, World Traveller Plus, is a dedicated and exclusive cabin situated between economy and business class with a maximum of five rows.

British Airways is the only European airline in the region to offer four distinct classes of travel. World Traveller Plus is aimed at both the discerning leisure passenger and the cost-conscious business passenger who wants more space, privacy and comfort than is currently available in standard economy class.

Passengers can now experience the comforts of these new products on British Airways flights from Riyadh to London. British Airways offers excellent connection from the UK to 90 destinations in 38 European countries.

Commenting on the arrival of the new products, Chris Phipps, Country Manager, of British Airways in Saudi Arabia said:

"We are extremely excited to receive these great new products on our Riyadh flight. The products have received excellent customer feedback from markets where they have been launched, so we are delighted to announce to our customers that these innovative products are now available on our Riyadh to London flights."

"The last year has been a very challenging time for the aviation industry, but I can say that British Airways remains committed to servicing the Kingdom of Saudi Arabia and other Middle East markets. British Airways remains the largest European carrier in the region serving 21 destinations in 14 countries, with more than 100 flights per week," added Chris Phipps.

