

bmi launches new service

Flying to Riyadh is set to become more easier and comfortable than ever before as award winning airline bmi launches a new direct service from London Heathrow to the Saudi Arabian capital.

The only UK carrier to fly direct to Riyadh, bmi's new service commences on 1 September and departs three times a week thereafter on Tuesdays, Thursdays and Sundays at 09.45 arriving in Riyadh at 17:50.

Flights from Riyadh on Mondays, Wednesdays and Fridays will depart shortly after midnight with arrival in London before 06.00 hours. Aircraft will arrive at Heathrow's Terminal One allowing easy onward connection for passengers travelling to destinations within Europe.

One of the world's fastest growing and wealthiest cities, Riyadh is a vital business hub for the Gulf region. More than 20,000 UK expatriates live in Saudi Arabia and this new route into King Khaled International Airport will become an important regular service for business travellers to and from the region.

As always, bmi is committed to providing only the best in flight service. The A330 long haul aircraft offers a choice of three distinctly different cabins – the business, premium economy and economy.

Whichever cabin is chosen, passengers can be assured of the ultimate in quality, comfort and value and exceptional personal service from a dedicated in flight cabin crew.

Passengers in **the business**, bmi's first class-style cabin, will enjoy welcoming refreshments and a wide choice of modern international cuisine freshly prepared by a fully qualified on board chef.

As winners of more than 50 industry Awards since 1990, premium economy and economy passengers will also benefit from bmi's renowned in flight service. Extensive legroom and a choice of entertainment is standard throughout. A host of additional benefits are provided for passengers in premium economy.

The bmi in flight product has also been adapted to meet the needs of Arabic passengers. The menu will include a choice of Arabic dishes and other special meals for health and religious reasons, the pre flight safety announcement will be made in both Arabic and English and all flights will feature the latest airshow technology including a moving destination map of Riyadh and Makkah.



The Airbus A330-200 has a normal cruising speed of 470 knots and an operating height of 37,000-41,000ft. The aircraft is powered by two Rolls Royce Trent 772B engines and has a passenger capacity of 244.

Appealing strongly to British business travellers, expatriates and those visiting friends or relatives that live in the Kingdom, the new bmi route is a new service to be proud of.

Flight times have been carefully considered to connect conveniently with onward services in the Gulf and with regional connections in the UK. bmi holds 12% of all take off and landing slots at Heathrow operating 1700 flights a week to destinations around the world.

Return fares start from £517 including taxes or SR3024 if you're buying in Saudi. For further information or to book your flight, please visit www.flybmi.com.



Above: Ian Sankey, one of the bmi 'on board chef' team.

Left: bmi's first class-style cabin, **the business**