

Ahlan!

By Fouad ATTAR
Managing Director
Airbus Middle East



We dedicate this issue's 'Spotlight' section to Oman Air, an ever growing national carrier and authentic ambassador to its home country. Oman Air's impressive growth plans have resulted with expansion of routes, training facilities, global service awards, to name a few.

We have previously talked about innovations by Airbus with focus on proven concepts and eco efficiency. In this issue, we elaborate more on innovations from the inside to outside. Such innovations open ways to offer better cabins in terms of comfort and efficiency. They also lead the way to more sustainable flights.

At Airbus we recognise our responsibility to pioneer new solutions to keep the environmental footprint of an aircraft's flight to a minimum.

Fouad Attar

SPOTLIGHT

Oman Air: The flagship carrier of the Sultanate of Oman

The creation of modern Oman has drawn significantly on the Sultanate's rich culture and heritage and Oman Air has also made an important contribution. The national carrier's roots go back to the 1970s, when Oman Air's predecessor, Oman International Services, was established, operating small commercial aircraft out of Seeb International Airport. Oman Air was launched in 1993 with initial flights from Muscat to the port city of Salalah soon being followed by international services to Dubai and India.

Following the Government of Oman's re-capitalisation of the airline, Oman Air initiated its first long haul services in 2007, with flights to London and Bangkok. More recently, by utilising its growing fleet of Airbus A330 aircraft, introduced from 2009, Oman Air has been successful in driving the development of its network, which presently stands at an impressive 41 destinations around the world – with more to come under the leadership

of the airline's newly-appointed CEO, Wayne Pearce.




In 2010, Oman Air became the first airline in the world to introduce both OnAir® internet and OnAir® Mobile phone services on board its Airbus A330 aircraft. This focus on innovation and quality has seen Oman Air attain multiple awards, including 'Best Business Class Seat in the World' and 'Service Excellence, Middle East', which were presented by the World Airline Awards in 2011.

To learn more, visit www.omanair.com



 Fabrice Bregier at the Airbus controls.



 Etihad Airways selects fuel saving Sharklets for new Airbus A320 fleet.

 Airbus is awarded for the Best European Investor in Europe.

 Deliveries this month:

- Middle East Airlines A320
- Royal Jordanian A320



Did you know?

Over 800 million passengers have flown the Airbus A330

Innovation by Airbus (Part 3: Well-being and Comfort)

At Airbus, we pride ourselves for delivering products that provide not only for the comfort of passengers inside the cabin, but also eco-efficiency for the environment.

Inside the cabin: Comfort and efficiency

Passenger comfort has always been a major design consideration at Airbus in order to ensure the best possible passenger experience across all its aircraft families.

As an example, The A350 XWB new extra wide fuselage ensures maximum comfort for both passengers and crew. With the maximum 220-inch interior cross-section, these A350 XWB Family members have five more inches of cabin width than competing aircraft, and accommodate up to 30 additional seats.

Outside the cabin: A commitment for a better environment

Environmental, health and safety considerations have long been an integral part of its activities at all levels of the company, and are a key priority in the development of all new techniques, products and processes.

The company's extensive efforts to reduce aircraft noise are underscored by its efficient jetliner families – which are the quietest in the sky, ensuring operational freedom at airports with noise restrictions. Leading the way is Airbus' 21st century flagship A380, which produces 50 per cent less noise energy on departure than its nearest competitor, as well as three-to-four times less when landing.

Read more at www.airbus.com/innovation