



**A380**  
Voted best  
aircraft type  
by GlobalTraveler readers

Frank Vermeire  
Head of A380 Marketing

**A380**  
Passengers'  
favourite

319

Orders

182

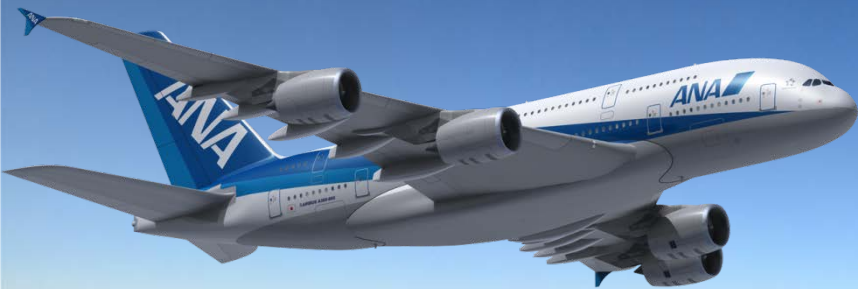
Deliveries

137

Backlog

An A380 takes off or lands every 3 minutes

120 million passengers  
End February 2016



**ANA**

Order for  
**3 A380s**

**2016  
New A380  
customers**

**15 A380  
commitment**

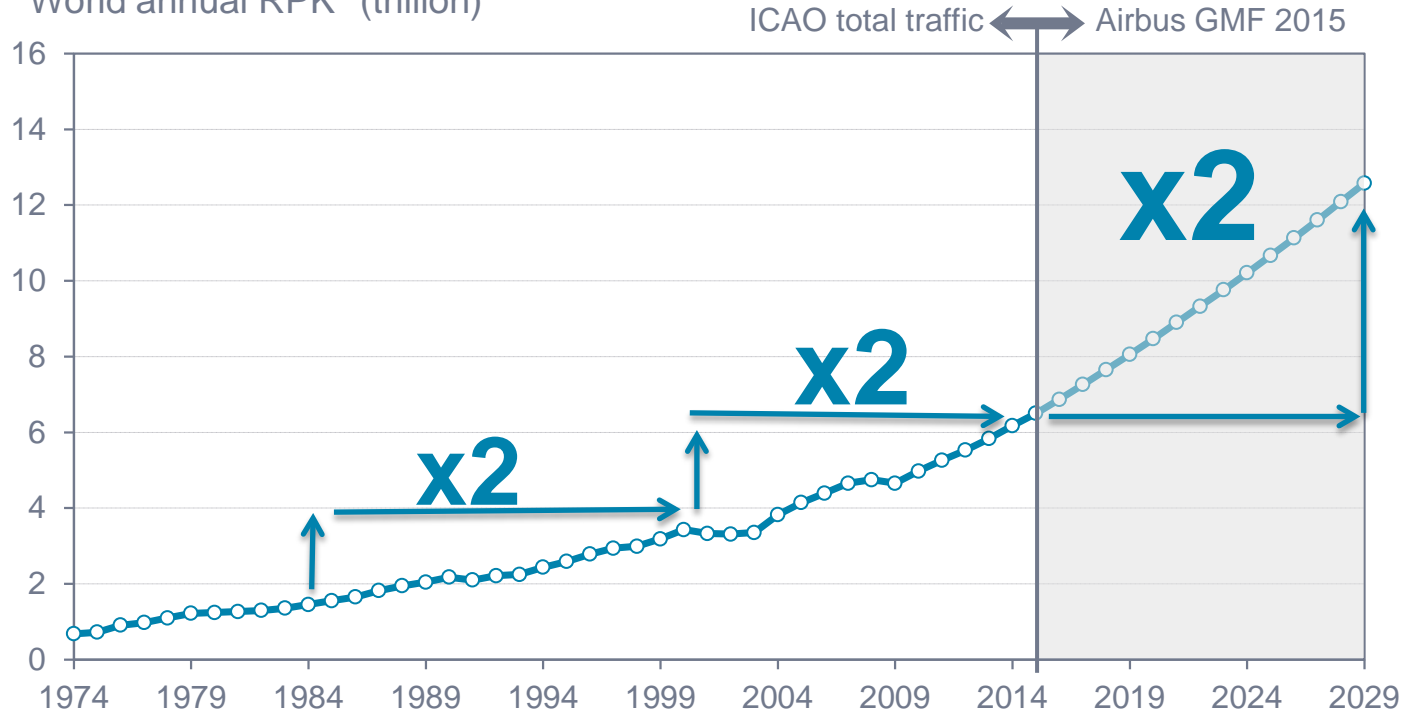


Agreement for  
**12 A380s**



# World air traffic growth

World annual RPK\* (trillion)



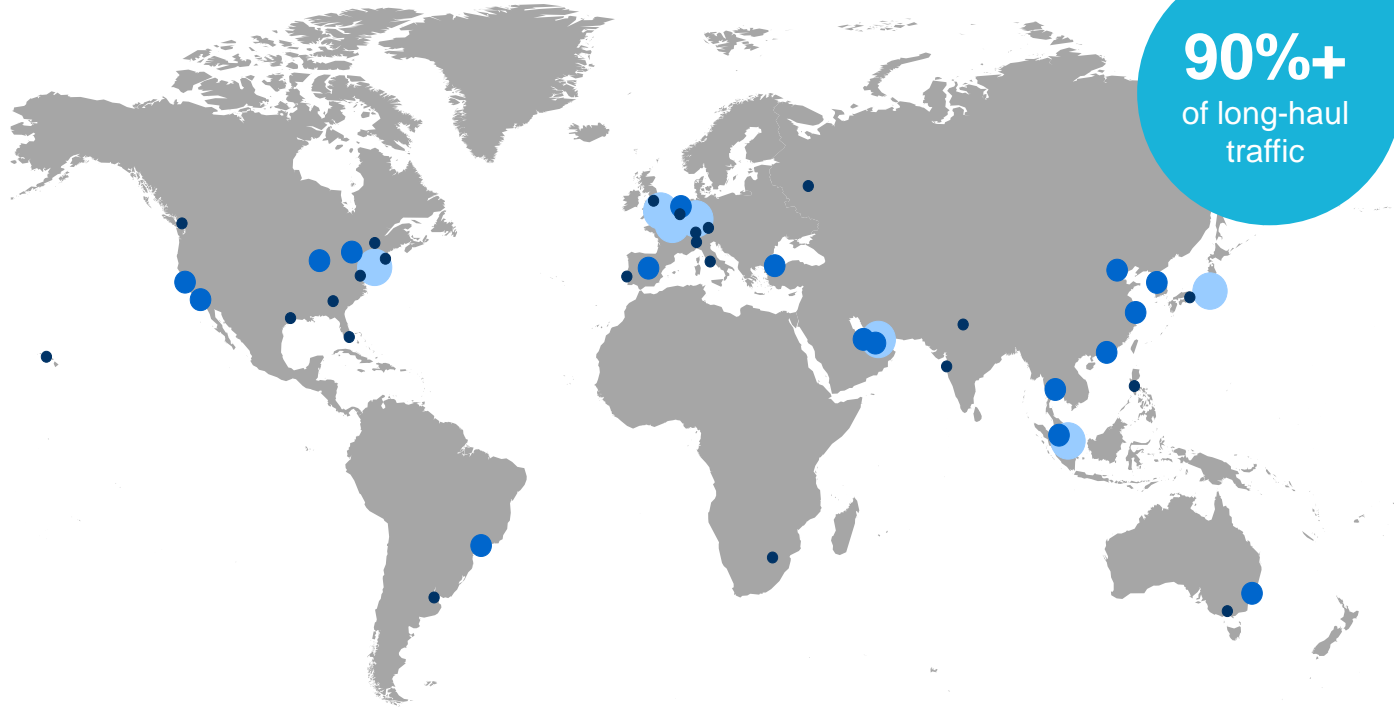
# Market

Air traffic forecast to double over the next 15 years

4.6% average annual traffic growth rate 2014-2034

Source ICAO and 2015 Airbus Global Market Forecast

# 2014 Aviation Mega-Cities

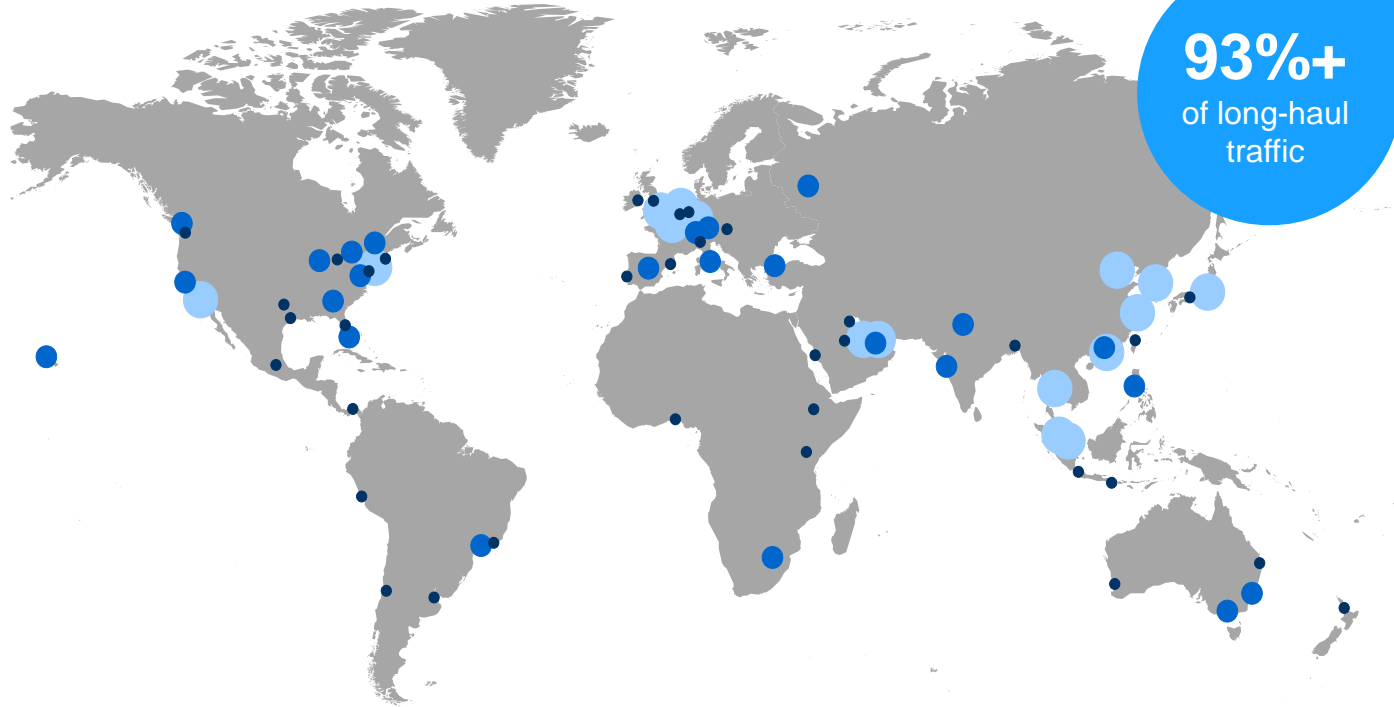


2014

47  
Mega-Cities




36  
served by A380

# 2024 Aviation Mega-Cities



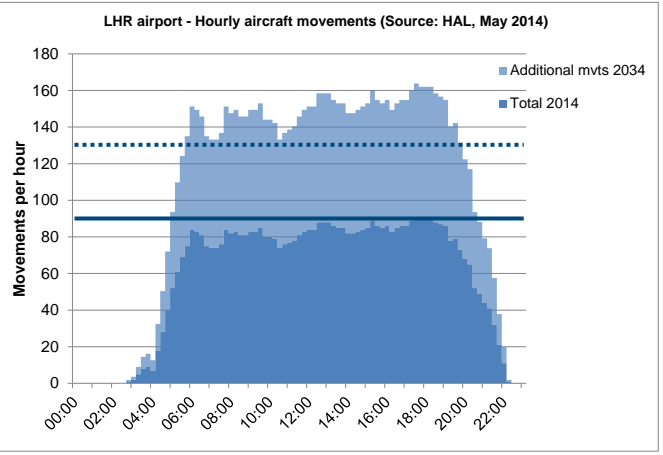
# 2024

# 75 Mega-Cities

-  >50 000 daily long-haul passengers
-  >20 000 daily long-haul passengers
-  >10 000 daily long-haul passengers

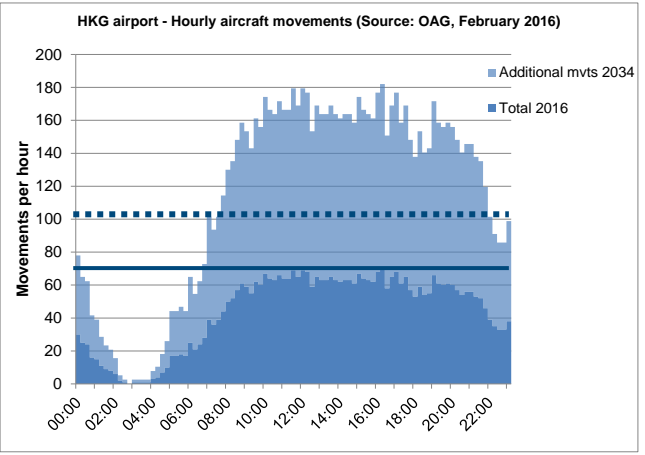
# 39 out of 47 mega-cities are congested

## LHR – London Heathrow



**LHR**  
-  
Currently constrained at least until 2025.  
Passenger growth mainly with increased aircraft size

## HKG – Hong Kong



**HKG**  
-  
Current runway capacity constraining the demand

# Congested mega-cities

More than  
**80%** are  
already congested  
today

— Current runway capacity  
..... Future runway capacity



**Etihad Residence**



**Asiana Economy class**



**Emirates shower spa**



**Air France Economy class**

# A380

## A different passenger experience

Space and flexibility to innovate on the A380

Unprecedented comfort in Economy



# A380 Cabin enablers

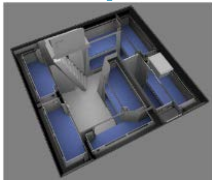
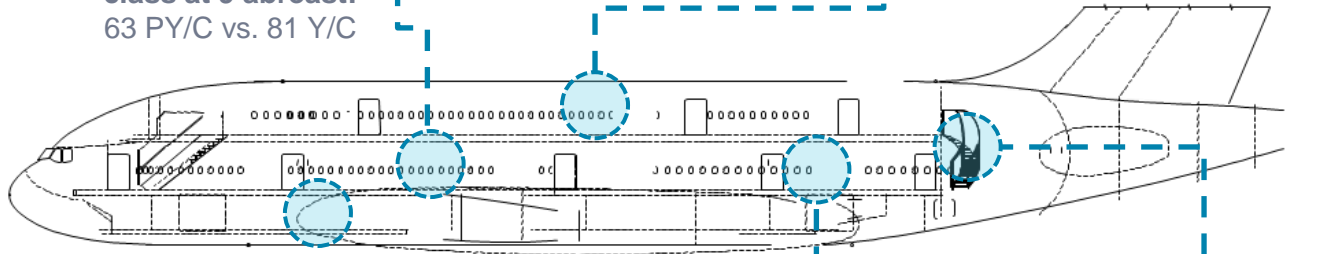
## To boost revenue



**Premium economy  
class at 9 abreast:  
63 PY/C vs. 81 Y/C**



**Upper deck  
sidewall storage  
removal:  
+10 B/C seats**



**Combined crew rest  
compartment: +3 PY/C  
+5 Y/C + 1 pallet**



**Economy class at 11  
abreast: +23 Y/C seats**



**Alternative stair-galley  
module (ASGM)\*:  
+14 Y/C seats**

\* Project development study



# A380

**New upper deck  
sidewall lining**

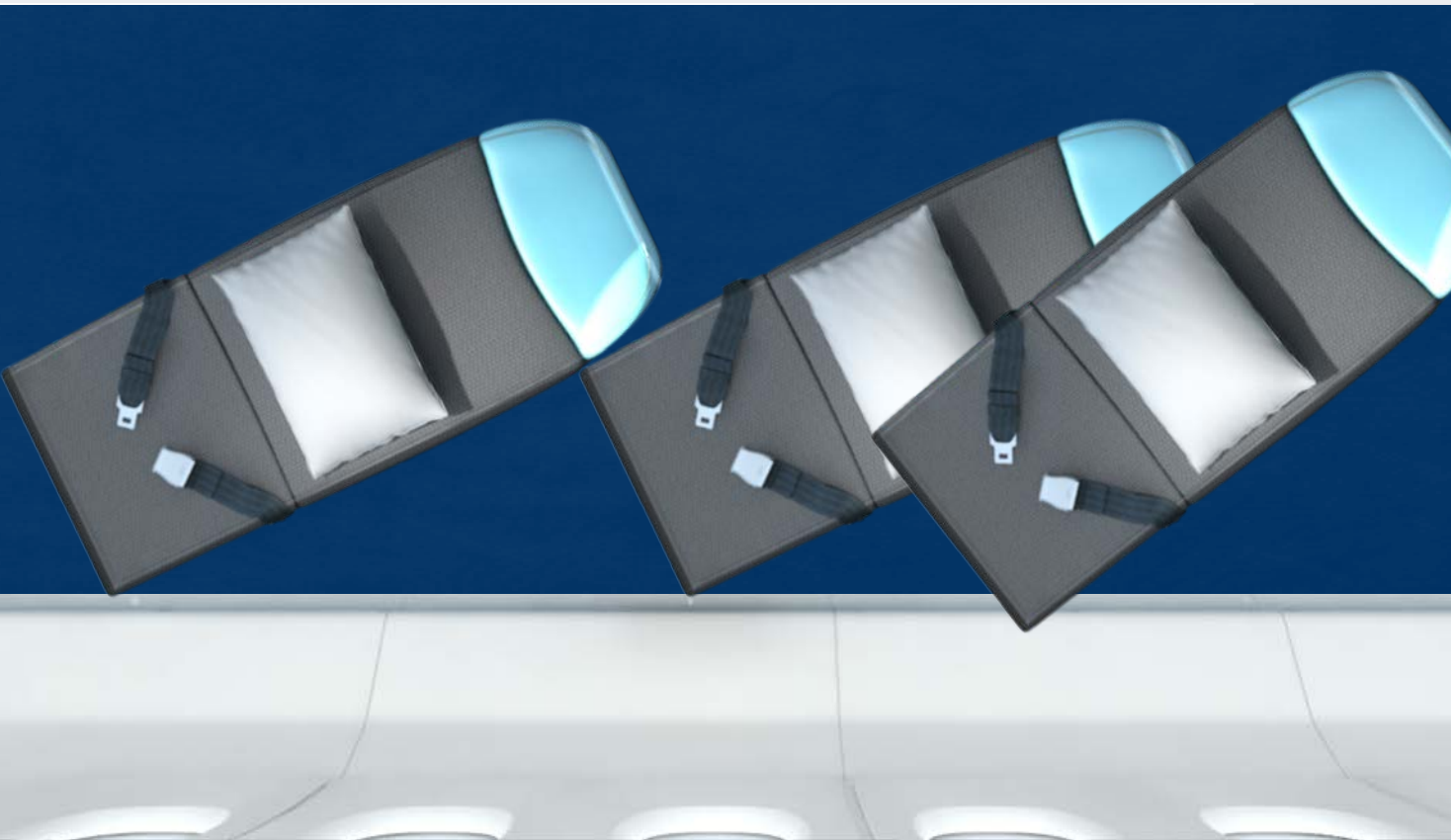
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Creates more cabin  
width

Allows more space  
for premium seats

[Click for details](#)

## Sidewall stowage removal and business seat positioning



# A380

**New upper deck  
sidewall lining**

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**+10  
Business seats**

**+\$6m  
annual revenue**

## New A380 cabin solutions

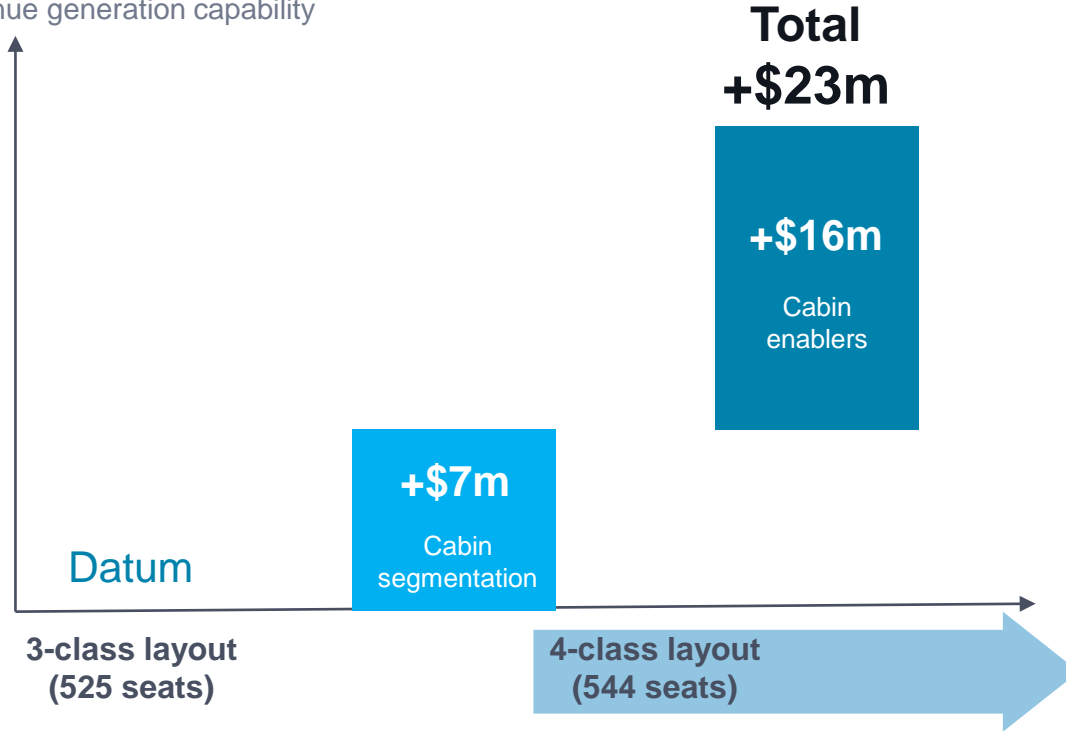
Cabin space +5%

Freeing 20m<sup>2</sup> of  
effective cabin  
area

without  
compromising  
comfort

# A380 cabin segmentation and enablers delivering revenue increase

Annual revenue generation capability



## A380 cabin development

Enriching revenue through cabin segmentation and enablers

# Revenue is the strongest lever

Same potential saving per year  
**Over 50% fuel burn  
improvement**

New revenue enablers  
**+\$23m per year**



Full price 2\$/USG

# A380: Continuous innovation since entry into service



Brake to Vacate &  
Runway Overrun  
Protection System



Improved instrument  
landing system,  
Auto pilot TCAS



FAL cycle  
reduction



Improved  
SFC



Wing aero  
improvements



System aero  
improvements



More seats  
Revamped cabin

2007    EIS    2009    2010    2011    2012    2013    2014    2015    2016    2017    2018



500kg weight  
reduction



Head Up  
Display



Forward lower  
deck crew rest



1,000kg weight  
reduction



Internet & GSM  
access



Increased  
design  
weights



Improved  
SFC

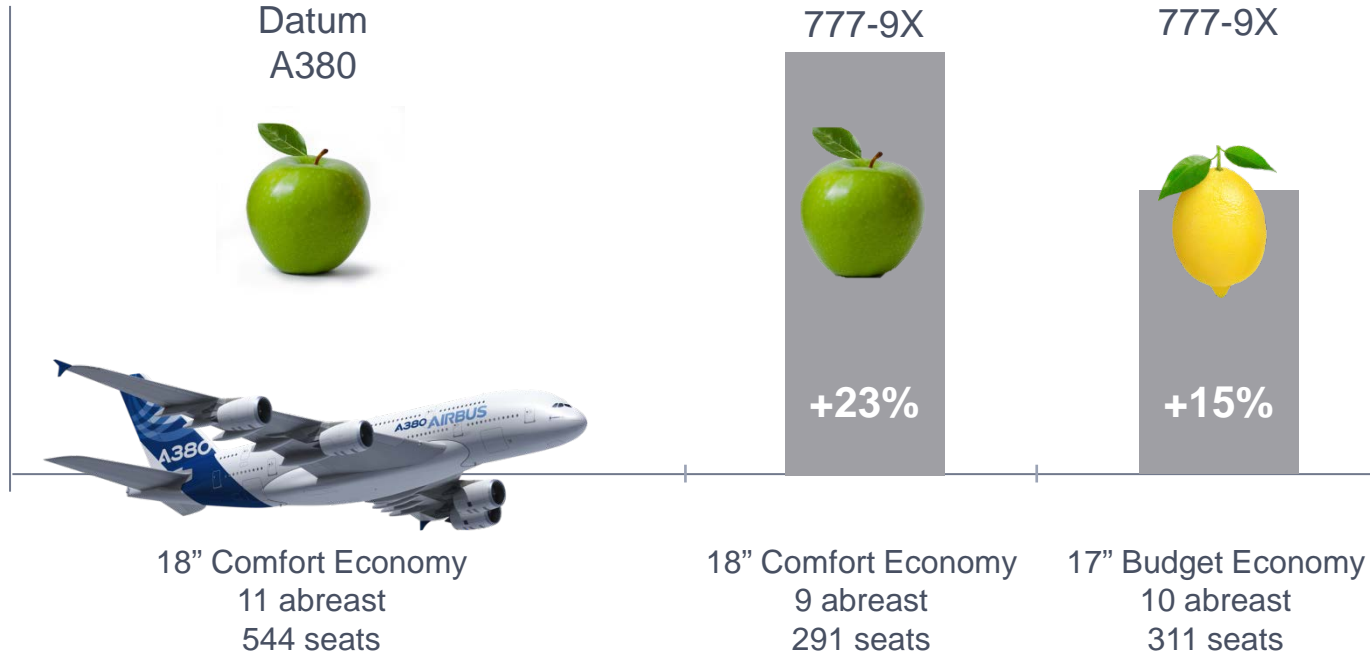


Combined  
crew rest



## Cash Operating Cost

Per seat vs A380



# A380 cost advantage

The best cost per seat of the market

Airbus standard economic rules,  
Four-Class configurations, FJWY  
4000nm route, JAR 3%, 200nm  
diversion, fuel price \$2/USG.





# A380

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**The most  
visible  
airplane**

Any passenger  
can recognize  
an A380

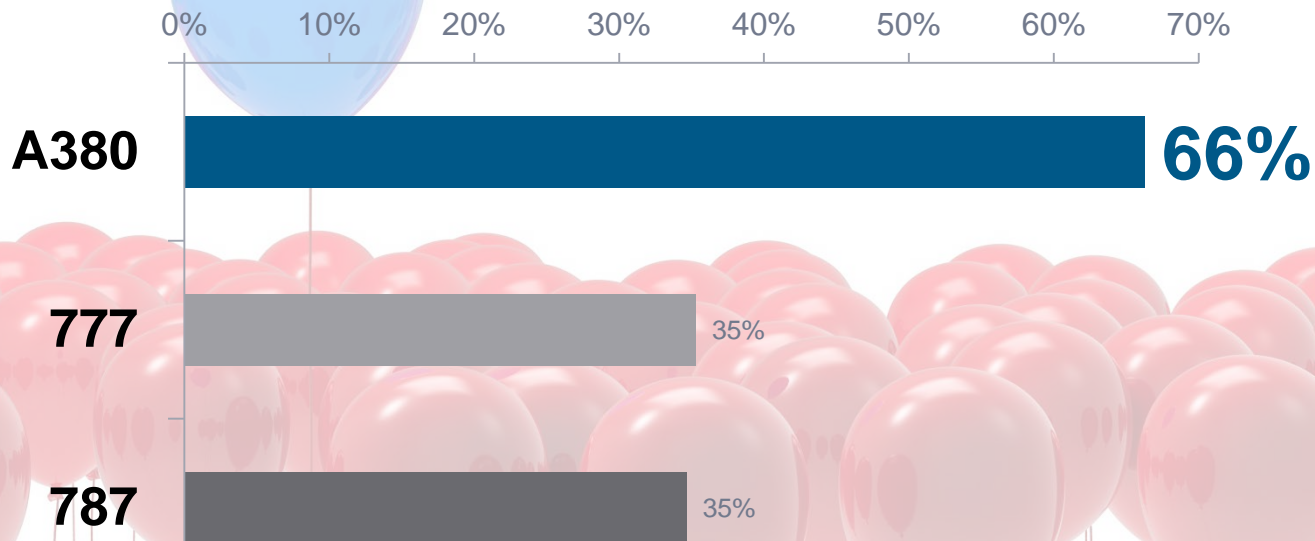
## A380 product differentiation

A380 is a clearly recognizable product

EPINION

Independent agency surveying over 2,000 passengers arriving on A380 flights at LHR.

### % Passengers recognizing the aircraft type after their flights



To invest in  
our fleet.  
To feel the  
difference at  
39,000ft.  
To Fly. To Serve.

 BRITISH AIRWAYS



# A brand within a brand!

A380 is a product in  
itself with its own  
customer value



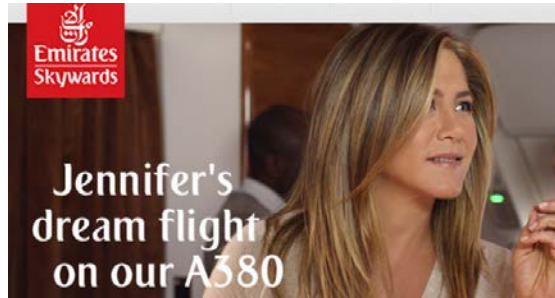
**HIS HIGHNESS A380**





Etihad's "Reimagined Flying"  
campaign with Nicole Kidman

**You Tube** **360,000** views  
within **48hrs**



Emirates' campaign TV  
with Jennifer Aniston

**You Tube** **500,000** views  
within **24hrs**



Emirates' Jetman video

**You Tube** **17 million** views  
within **1 month**

# A380 for branding

Making the A380  
even more popular



## Brand analysis based on:

- Number of mentions on the web
- Net sentiment (-100% to + 100%)
- Popularity: # Mentions x Net sentiment

with



Other companies using the same technology:

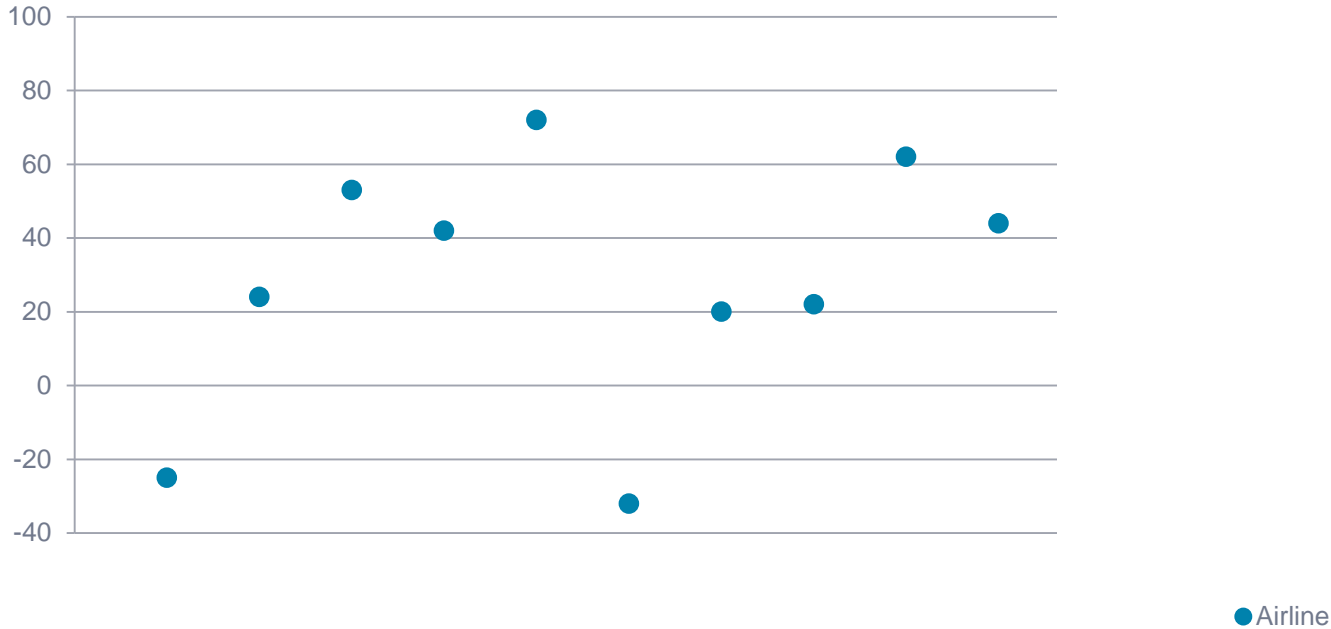


# Measure brand effect

Using a widespread technology

# A380 Halo Effect

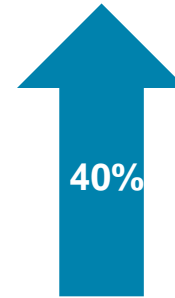
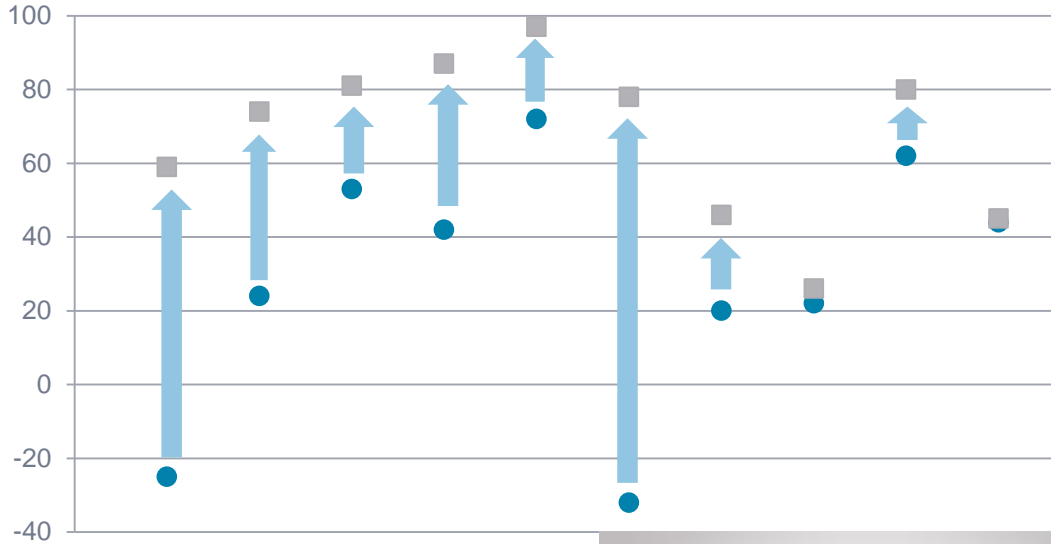
Brand Sentiment from 10 A380 operators (%)



Brand sentiment: measured as Net sentiment – A ratio based on the volume of “positive” and “negative” references to the brand, from -100% to +100%. The higher the ratio of positive references about the brand, the nearer the Net Sentiment score is to +100%.



## Brand Sentiment from 10 A380 operators (%)



# A380 Halo Effect

On average the A380 increases airline brand sentiment by

# 40%



- Airline
- A380

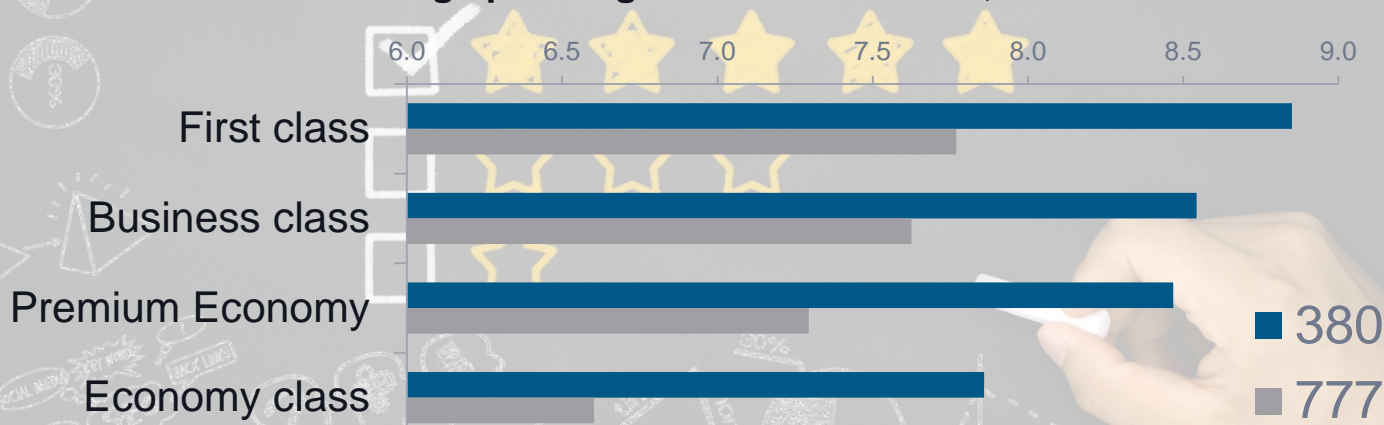
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**gravity**  
LONDON

# A380: 1st aircraft for customer satisfaction\*

**60%** of passengers ready to make an extra effort to fly the A380

— Average passenger recommendation, from 1 to 10



(\*) 95% satisfaction

## A380 product satisfaction

Stimulating the demand

A380 is preferred in all cabin classes

EPINION

Independent agency surveying over 2,000 passengers arriving on A380 flights at LHR.





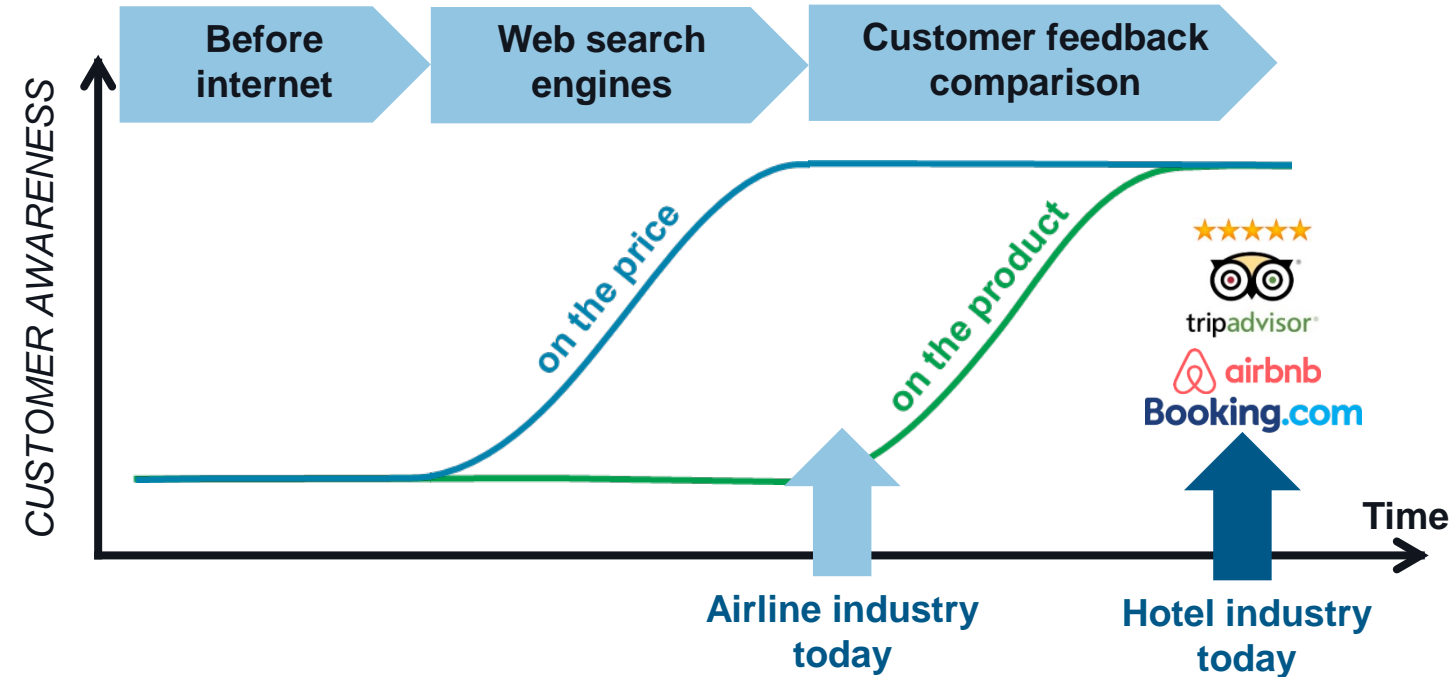
# Passengers favour the A380

20% of  
passengers are  
ready to pay  
**\$100** more  
to fly on an A380

Independent agency surveying  
over 2,000 passengers arriving  
on A380 flights at LHR.

# A new era is ahead

Product awareness & satisfaction has more and more value



## A380 take home messages

- **Capture traffic where and when passengers want to travel**

>80% of today's mega cities are already congested

- **Maximise profitability**

Lowest cost per seat of any widebody

Focus on revenue: new cabin enablers bringing +\$23m per year

- **A unique differentiator**

60% of passengers ready to make an extra effort to fly A380

Product awareness & satisfaction has more and more value



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