



INTRODUCING THE NEW BRITISH AIRWAYS FIRST CABIN

From February 2010 your customers will be able to enjoy an enhanced travel experience when travelling in our new First cabin.

Taking on your customers' feedback, we've carefully considered every detail to make their travel experience even more memorable and unique. From a dedicated check-in area and fast tracking at the airport to luxurious lounges and fine dining, we're making sure everything meets our meticulous standards.

The new cabin has been redesigned to create a sophisticated environment, epitomising understated elegance and contemporary British style. Every suite offers your customers an exclusive space with a balanced privacy to help them feel at home when working, dining or simply relaxing.

The distinctive lighting system subtly recreates the quality of natural light throughout the day and the unique personal windows with electronic blinds are a first for a commercial aircraft. We've added thoughtful and practical touches, such as a private wardrobe and a new in-flight entertainment screen almost double in size, featuring a USB port and RCA jack.

But of course, there is more to discover when travelling in new First. Our heritage, creativity and never-ending passion to offer your customers an exclusive experience is evident throughout – from the quality of the materials and craftsmanship to the exceptional quality of service and dedication of our staff.

To find out more, visit ba.com/first

