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If our competition had an Economy and a First Class like Swissair's, they wouldn't need to invent new classes with such fancy names.

To date, we've counted almost 50 'special classes.' Some are just new names used to revamp an old service. Some are obviously intended to blur the distinction between Economy and First Class in order to create a new intermediate class. All of them are confusing.

Rather than add to the general mumbo-jumbo, Swissair has taken a very simple decision.

We'll stick to our Economy and First Class because this is what our passengers seem to like.

They know that with Swissair they can expect courteous service, care and reliability whatever class they fly.

For instance, Swissair is the airline that provides its passengers with more spacious, comfortable seating; 9 seats instead of 10 seats abreast in Economy Class on our Boeing 747s, and only 8 seats instead of 9 aboard our DC10s.

Since March 28th we offer all our full fare passengers on European, as well as long distance routes, the facility of choosing their seats at the time of booking. And any Swissair passenger will be able to choose his seat when checking in at the airport.

Swissair was the first airline in the world to operate the quieter, more luxurious DC9-81, the first short and medium

haul plane to meet the American Civil Aviation Authority's rigid noise regulation standards.

And we're one of the few airlines still to carry a First Class worthy of the name, even on the shortest European hops. While our First Class long haul flights provide such amenities as our famous Cuisine Moderne Swissair, Skydreamer seats on all DC10s, and hi-fi Sennheiser headsets instead of the usual headphones.

We also remain the airline with the largest selection of newspapers and magazines on board. We serve meals (including special menu requests when booked in advance) on real china with proper cutlery. The wine comes in proper glassware.

In short, our aim is to make your journey as pleasant and relaxed as possible, from start to finish.

Unlike so many other airlines, we don't believe this just entails offering you the odd free drink and a ticket with a fancy name.

At Swissair, we believe in providing our passengers with more class, rather than more classes.

swissair 