



PRESS RELEASE

Kenya Airways launches *Economy Max* seat-blocker to address in-flight additional personal space.

Nairobi, February 24, 2021 — National carrier Kenya Airways (KQ), has unveiled, ***Economy Max***, a product that allows customers to create additional personal space by booking a seat or a row next to them. *Economy Max*, a first of its kind for an African carrier, will be available for purchase between 48 to 3 hours before departure to all KQ customers purchasing Economy Class tickets globally.

According to a July 2020 IATA Study, travelers are seeking ways to feel more comfortable about flying again. This has led to increased accountability for airlines to ensure passenger confidence.

Julius Thairu, Chief Commercial and Customer Officer at Kenya Airways says that Economy Max will meet the evolving needs of travellers during the pandemic by offering the ability to purchase an empty seat or row next to them. “The world we live in has changed. As an airline, we continue to adapt to the evolving needs of our customers as we recover from the effects of the pandemic. Economy Max puts passengers in control of their experience and ensures that our customers have a choice as they enjoy their privacy with additional space to themselves. Economy Max is a continuation of KQ’S diversification and innovation to provide relevant products and services to our customers to improve the overall experience of their travels with us.” said Thairu.

Passengers can purchase Economy Max seats online and pay via credit card. Once purchased, a confirmation email will be sent to them with information about their flight and seat allocation.

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About Kenya Airways (<https://www.kenya-airways.com/ca/en/>)

Kenya Airways, a member of the Sky Team Alliance, is a leading African airline flying to 41 destinations worldwide, 34 of which are in Africa and carries over four million passengers annually. In 2020 KQ was named Africa’s Leading Airline by the World Travel Awards. It continues to modernize its fleet with its 32 aircraft being some of the youngest in Africa. This includes its flagship B787 Dreamliner aircraft. The on-board service is renowned and the lie-flat business class seat on the wide-body aircraft is consistently voted among the world’s top 10. Kenya Airways takes pride in being at the forefront of connecting Africa to the World and the World to Africa through its hub at the new ultra-modern Terminal 1A at the Jomo Kenyatta International Airport in Nairobi

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