

# Choice

is a wonderful thing



AIR NEW ZEALAND

Introducing Air New Zealand's new service between  
New Zealand, Australia and the Pacific Islands.

Progressively rolling out for sales from May 2010



▶  
**Seat**

## Travel your way

▶▶  
**Seat +  
Bag**

In 2009 we asked what you really wanted when it came to travelling around the Tasman and Pacific. What you said you wanted was “choice”.

You asked for more ways to fly, because when it comes to flying short haul, one size doesn't fit all. So that's exactly what we're giving you - choice.

▶▶▶  
**The  
Works**

We took your feedback and developed four new products for you to choose from:

- ▶ Seat
- ▶ The Works
- ▶ Seat + Bag
- ▶ Works Deluxe

▶▶▶▶  
**Works  
Deluxe**

So whether you just want to get from A to B, or you like to fly with a bit of pampering, we have an option to suit. These 4 options will be available on our A320 aircraft, with Business Class replacing Works Deluxe on our bigger planes.

**“It's giving you the  
freedom and flexibility of choosing  
how you want to fly”**

## Seat

# No bags? No problem.

- ▶ 1 carry-on bag (up to 7kg)
- ▶ Entertainment: TV, music, games
- ▶ Tea, coffee and water
- ▶ Buy snacks and drinks on board

If you're travelling light, or just want to get from A to B without spending a lot, then our Seat product is the choice for you. You get a seat and a carry-on bag (up to 7kgs), but no checked baggage.

### Be entertained while you fly

While you're in the air, you can enjoy TV shows, music and games through our gate-to-gate, seat-back entertainment. If you prefer to watch movies, you can pay to view movies in-flight, right at your seat, using your credit card.

### In-flight refreshments

We'll offer you complimentary tea, coffee and water. If you feel peckish on the flight, you can purchase snacks or drinks from our In-flight Bites menu, using your credit card.

**"I travelled there and back in one day  
so I didn't need a bag"**



## Seat + Bag

### Seat option, plus:

- ▶ 1 checked bag (up to 23kg)

## Check-in, jump on

Whether you're packing for a week or bringing back a bit of shopping, our Seat + Bag choice gives you the added freedom of a checked bag (up to 23kgs) as well as a carry-on bag (up to 7kgs).

### Be entertained while you fly

As with the Seat product option, while you're in the air you can enjoy TV shows, music and games through our gate-to-gate, seat-back entertainment. If you prefer to watch movies, you can pay to view movies in-flight, right at your seat, using your credit card.

### In-flight refreshments

Just like the Seat product option, we'll offer you complimentary tea, coffee and water. If you feel peckish on the flight, you can purchase snacks or drinks from our In-flight Bites menu, using your credit card.



“Because it’s a short flight  
I don’t need a lot of bits and bobs”





# The Works

## Seat + Bag option, plus:

- ▶ Seat request
- ▶ Entertainment including movies
- ▶ A meal and drinks

## A meal & movies in the sky

The Works option is truly designed for those who like value. You can bring what you want (up to 23kgs checked-in + up to 7kg carry-on baggage), request where you sit, and enjoy an in-flight meal.

### A great choice of in-flight entertainment

During your flight, you'll be entertained with movies, games, music and TV shows through our gate-to-gate, seat-back entertainment.

### Make a meal of it

As part of The Works option, you will receive full meal and beverage options. After you've enjoyed your meal, you have the choice of ordering extra drinks, free of charge, from your seat.

If you're travelling with kids, you can request a Kids Meal at the time of booking, which comes with an activity pack.

**“I will pay more to get that in-flight service because I enjoy that part of flying”**



## Works Deluxe

The Works option, plus:

- ▶ Premium check-in
- ▶ 1 extra checked bag (up to 23kg)
- ▶ Lounge access
- ▶ More personal space

## Treat yourself

If you like flying with all the perks, then our Works Deluxe option is for you. You'll enjoy Premium check-in, priority baggage with 2 checked-in bags (up to 23kg each), a carry-on bag (up to 7kg) and access to our award winning Lounges before your flight. In the air, you'll be treated to some extra personal space - great if you want to work or stretch out.

### In-flight entertainment without the interruptions

During your flight, you'll be entertained with movies, games, music and TV shows through our gate-to-gate, seat-back entertainment.

### Make a meal of it

With the Works Deluxe option, you will receive full meal and beverage options. After you've enjoyed your meal, you have the choice of ordering extra drinks free of charge during your flight. Plus we have a few extra treats along the way. If you're travelling with kids, you can request a Kids Meal at the time of booking, which comes with an activity pack.

Works Deluxe will be our top product choice on our A320 aircraft. If you're flying on our 767, 747 or 777 aircraft, Business Class will replace Works Deluxe.

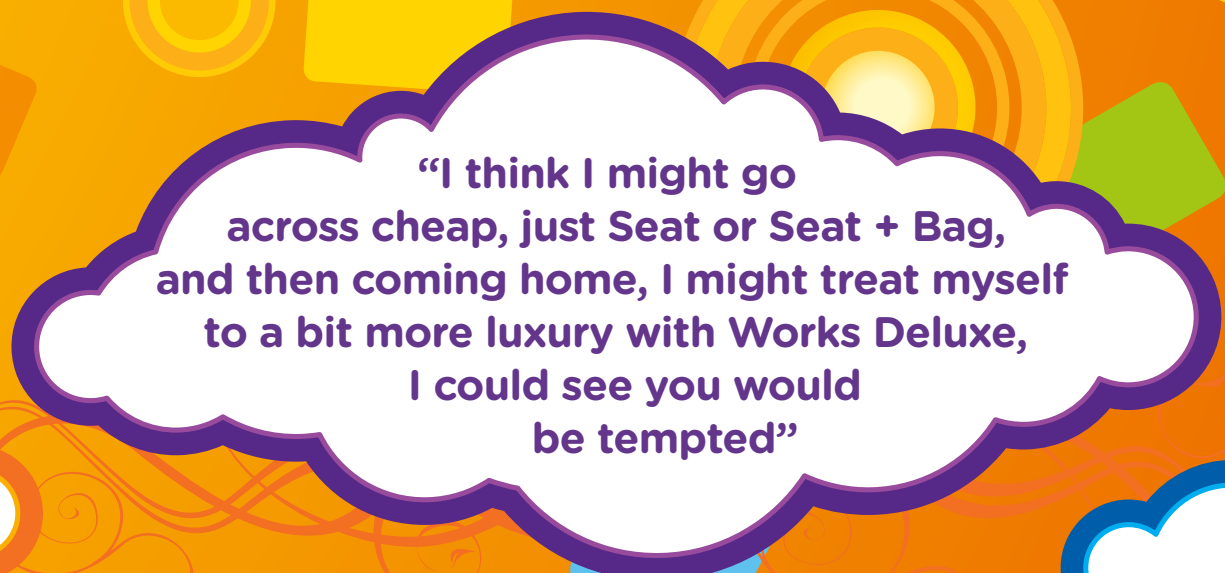
**“I want value for money,  
but don't mind paying a bit more  
to be extra comfortable”**

## Pick and Mix

If there weren't enough choices already, we've created Pick 'n' Mix, which allows you to choose a different product on each stage of your journey.

For example, if you're heading away for a weekend shopping, you may want to choose to fly there with our Seat option (carry on baggage only) and fly home with our Seat + Bag option (checked-in bag plus carry-on luggage).

What's more, if you're flying with other people, you can choose a different option for each person out of the Seat, Seat + Bag or The Works product options, and still be seated together.



**“I think I might go  
across cheap, just Seat or Seat + Bag,  
and then coming home, I might treat myself  
to a bit more luxury with Works Deluxe,  
I could see you would  
be tempted”**

# The choice is all yours

	▶ Seat	▶▶ Seat + Bag	▶▶▶ The Works	▶▶▶▶ Works Deluxe
1 x carry-on bag (up to 7kg)	✓	✓	✓	✓
Tea, coffee & water	✓	✓	✓	✓
Entertainment: TV, music, games	✓	✓	✓	✓
Entertainment: including movies			✓	✓
1 x checked bag (up to 23kg)		✓	✓	
2 x checked bags (up to 23kg each)				✓
A meal & drinks			✓	✓
Seat Request			✓	✓
Kids meal including activity pack			✓	✓
Premium check in				✓
Priority baggage				✓
Lounge access (where available)				✓
More personal space in-flight				✓

## Buy snacks and drinks on board

With our Seat and Seat + Bag products, you'll be able to purchase snacks or drinks from our In-flight Bites menu, using your credit card. With The Works and Works Deluxe products, once you've enjoyed your meal service, you'll be able to order additional drinks, free of charge, from our In-flight Bites menu.

## Please note:

- ▶ Airpoints Gold Elite and Gold members can take an additional carry-on bag (up to 7kg) with any of the four products noted above
- ▶ Airpoints Gold Elite, Gold and Koru members can take an additional checked bag (up to 23kg) with the Seat + Bag, The Works and Works Deluxe products

Because you told us

# Choice

is a wonderful thing